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PRESS RELEASE

Vienna, VA – January 11, 2005 - Building upon the success of the 2004 introduction of GEIST™, the family strategy board game for players aged 10 and up, RoseKnows announces the release of GEIST junior™ and its companion children's book "The 13 Pet Geists". With original 3-D artwork and delightful animal characters, the new board game and book make an attractive set for the young reader and gamer in all of us.

GEIST Junior takes young players aged 4 and up on a wild journey to meet the 13 Pet Geists. It's the first combination puzzle and board game with 4 different puzzles for 4 times the fun! GEIST Junior's colorful animal puzzles are integrated right into the high-gloss game board. Kids love puzzles, kids love animals, kids love to race and kids love to color. GEIST Junior has it all!



"The 13 Pet Geists" is the companion children's book to GEIST Junior. Thirteen fun-to-read stories bring the animals from GEIST Junior's puzzles to life. Young readers are off to the Geist Reserve where they learn all about these quirky, playful, lovable animal ghosts. The 13 Pet Geists cook, sing, build and sew, but funny things can happen and usually do in the Geist Reserve. This hard cover children's book has over 50 glossy pages featuring stunning graphics and delightful rhymes. Kids and adults alike will love to read about the 13 Pet Geists' wacky adventures time and time again. "The 13 Pet Geists" is a new children's classic that will be handed down for generations.

We are pleased to list the following reviews for GEIST and GEIST Junior:

"Rose has created something wonderful in GEIST. "The 13 Pet Geists" book immediately became my daughter's favorite. She asks to read it often now and loves the Hippo the best. It is really a beautiful book. The writing has a glint of Dr. Seuss but with more intelligence and information stored in between the lines. Educational in a very subtle way, but really captivating. I love it!"

The companion game GEIST Junior is fun and unique. The game and the book are great together for young kids/families."

---- Stuart Montaldo, father of three and author of Cogno: The Alien Legends book series

"GEIST is fun and is a welcome family game, and one that will be fun to play with kids."

---- Ben Baldanza – Game reviewer from Counter Magazine

"GEIST is a fun, yet a challenging game, and the components are rivaling those of Days of Wonder (currently the number one in component quality). I found that the game is a very fun experience for those who enjoy math, for kids, or those who like a bit of analytical study in their games. The theme appeals to kids, and I've found that it's an excellent tool for teaching math."

---- Tom Vasel – Math teacher and game reviewer

"I have never come across a movement mechanism in any game that remotely resembles the movement in GEIST. GEIST is a very original and good game. I am impressed."

---- Dominic Crapuchettes – Designer of Cluzzle the Boardgame

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For more information about GEIST, GEIST Junior and "The 13 Pet Geists", or to request a photograph or product sample, please send an email to Contact@PlayGeist.com. Also visit www.PlayGeist.com.

About RoseKnows, inc.

RoseKnows Inc. is a privately held publishing company based in Vienna, Virginia. The company was founded in 2003 by Rose Anderson to fulfill a lifelong dream to design and publish fun and intelligent board games with broad appeal - games that bridge the disparity in game preferences and put the family back in family game night.

Rose Anderson says: "Historically, board games have brought friends and family closer together. But modern times see many of us pursuing solitary interests like the Internet and video games. In this electronic age, to pull shoppers back into the board game market, not just any board game will do. Players are used to the complex strategies of electronic games, and they want more sophistication in board games."

RoseKnows is aiming to design and market original board games that do not just follow the latest fads, but games that will give a lifetime of entertainment. Therefore the company strives to produce them with timeless concepts and visual appeal, and the finest quality components.

RoseKnows' first release, GEIST, is intended to be a fun and intellectual form of entertainment for the whole family. GEIST challenges players aged 10 and up to think strategically, move precisely, race to a nail biting finish and to PRANK IT UP!