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ASX/Media Release (ASX:ESN)

KNeoWORLD wins multiple awards from The Toy Man® News and Reviews

Key Points:

- KNeoWORLD awarded **The Toy Man® Seal of Approval**
- KNeoWORLD wins **The Toy Man® “Award of Excellence”**
- KNeoWORLD awarded **The Toy Man® “eco-Recognition™ Seal”**
- KNeoWORLD wins **The Toy Man® “eChoice™ Award”**

Entellect Limited (**Entellect** or the **Company**) is pleased to announce that its KNeoWORLD games platform has been inducted into The Toy Man® News and Reviews and awarded Toy Man® Seal of Approval.

The Toy Man® News and Reviews is a highly recognised international leader in independent product and online service evaluation.

The Toy Man® Seal of Approval is an emblem of the most trusted online source for the recognition of products and online services which meet the high standards required to be entitled to use The Toy Man® Seal of Approval. It is an emblem that serves as a validation tool for products with two specific purposes:

1. Validate that a product which has The Toy Man® Seal of Approval has in fact passed the strict evaluation process and been inducted into The Toy Man® News and Reviews.
2. Validation for a company claiming entitlement to the use of any awards from The Toy Man® News and Reviews, on or with their product, as well as promotional literature and holding an active license to do so.

In addition to The Toy Man® Seal of Approval, KNeoWORLD has been awarded the following:

1. **The Toy Man® “Award of Excellence”** – The products which are recipients of this award demonstrate a significant level of quality in design, safety and value. In their evaluation results they receive an overall rating of five stars from all category ratings.
2. **The Toy Man® “eco-Recognition™ Seal** – This seal is bestowed upon products which provide a significant contribution to ecological concerns by one or more of the following:
 - a) Recycled/Recyclable/Earth Friendly materials are being used primarily or entirely in the manufacturing of the product

- b) Efforts are being made or already established for the product to be available exclusively or primarily online
 - c) A substantial effort is being made or is already available to provide a bio-polymer **greenProduct™**
3. **The Toy Man® eChoice™ Award** – This serves as an emblem of recognition for *products and online services* that contribute substantially to positive skill growth and/or productivity.

All seals and awards will be displayed on the KNeoWORLD website along with the previously awarded Parent Tested Parent Awarded seal.

For further information please visit: <http://childdsafe.com>

For any queries please contact:

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About Entellect Limited & KNeoWORLD:

Entellect's 80% owned KneoWORLD is a publishing house whose business revolves around selling engaging educational games through its fun KNeoWORLD Games Portal in the exciting education by entertainment games sector.

Games that have inherent educational value are licenced from independent developers and sold via subscriptions to its primary market of parents of 5-12 year old children (initially USA – but unrestricted and already worldwide) who by subscribing, give their children an educational advantage by playing fun and engaging games with validated educational content. Marketing is primarily via US school Parent Teacher Associations as a fund raising initiative Associations and direct to online consumers via social media.

We accelerate learning using compelling and fun online games infused with validated educational content, all embedded in a total virtual KNeoWORLD, to teach the higher order skills required by children to succeed in today's knowledge-based economy - we go beyond school and beyond homework.

Our goal is to become one of the world's leading game based learning publishers.