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NAVARRE AND RE:LAUNCH CLICK ON NEWCOMER LEVERACTIVE TO SELL AND DISTRIBUTE AWARD-WINNING “GIGGLES” SOFTWARE

Rochester, NY (July 27, 2006) – After just a few short months in the marketplace, Leveractive, makers of the award-winning Giggles Computer Funtime for Baby, has struck a distribution deal with Navarre Corporation of Minneapolis, MN and caught the interest of major sales representation firm Re:Launch of San Rafael, CA. Leveractive has been on a winning streak since February’s American International Toy Fair where “Giggles” was launched. Since then, their unique software for babies has garnered four national toy awards in four months.

Leveractive, LLC announced this week it has signed a non-exclusive distribution agreement with Navarre to distribute the Giggles Computer Funtime for Baby Software Series to national, regional and e-commerce retailers across the United States and Canada.

Navarre Corporation is a publisher and distributor of physical and digital home entertainment and multimedia products. Since its founding in 1983, the Company has established distribution relationships with customers across a wide spectrum of retail channels which includes mass merchants, discount, wholesale club, office and music superstores, military and e-tailers nationwide. Navarre currently provides its products to over 19,000 retail and distribution center locations throughout the United States and Canada.



“We are very excited to work with Navarre and appreciate their confidence in our products,” says Tim Leverett, President/Founder of Leveractive. “Navarre is one of the prominent players in the world of software and computer game distribution so we anticipate great results from this relationship. We’re pleased to be aligned with and distributed by an industry leader.”

Also this week Leveractive signed an exclusive Sales Representation Agreement with Re:Launch. The agreement provides Re:Launch exclusive rights to sell the Giggles Computer Funtime For Baby series into retail channels across the U.S. and Canada. Re:Launch will represent the multi-award winning software series to major accounts such as CompUSA, Best Buy, The Apple

Store, Target, Wal-Mart and other chain and e-commerce outlets.

“We are extremely excited to represent Leveractive’s Giggles Computer Funtime For Baby,” says Re:Launch President Emilie Canty. “Early indicators show the products have great potential and we believe the Giggles line will take early developmental software to a new level. We are not at all surprised that it has been very well received by both retailers and consumers.”

“We are thrilled to engage Re:Launch in representing the Giggles product line to retail,” adds Tim Lev-erett. “The company and their top-notch Account Managers have an impeccable record for successfully bringing new products to market and driving significant product and brand growth for their clients. Re:Launch has represented such successful titles as Myth from Bungie Software and PrintMaster from Mi-croLogic. We’re looking forward to a long and enriching relationship.”

These relationships become even more important as Leveractive grows its successful “Giggles” brand with new titles coming in late 2006 and in 2007.

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