



WORKTANK
BRAND STORYTELLERS

WORKTANK LAUNCHES INTERACTIVE WEB SITE FOR XEKO

Site provides platform for eco-adventure game's fans

SEATTLE – July 28, 2009 – Worktank (<http://www.worktankseattle.com>), a full-service integrated advertising agency, today announced that it recently developed and launched an interactive Web community and online game system for Xeko, creator of the award-winning animal trading card game and eco-friendly stuffed animals that teach kids about endangered species, ecology and conservation.

Through the Xeko interactive platform (<http://www.xeko.com>), Xeko now offers children ages 8 to 12 a safe and robust online play space and community where they can create their own unique interactive experience. The enhanced Web 2.0 site allows kids to create challenges and activities for the greater community, vote on their favorite activities, crack codes, take quizzes – or Quizzles – to test their eco-knowledge and accumulate points and badges as rewards for participation.

“We are proud to partner with Xeko, an incredible resource for teaching kids about the importance of conservation and biodiversity through a fun and innovative platform,” said Melinda Partin, co-founder and CEO of Worktank. “This project showcases the unique skills that Worktank offers: generating creativity and innovation to connect people through stories and technology.”

Worktank collaborated with Xeko, which is created by the Matter Group, during the information architecture and visual design process to ensure that the site supported Xeko's online game system, captivated the Xeko fan base and reflected the mindset of Xeko's target audience: children ages 8 to 12. Additionally, the Worktank team explored ways to create new touch points to further immerse Xeko players in the world of the game.

“We are thrilled to provide Xeko fans with this incredible platform to express themselves as Xeko Agents, contribute to the Xeko community and make a real-world difference through innovative play,” said Amy Tucker, CEO and inventor of Xeko. “With Worktank's collaboration, we're delivering on our mission: creating a world-class entertainment property that inspires childrens' creativity, curiosity about animals and nature and enthusiasm to make a difference.”

About Worktank

Established in 2001, Worktank is a full-service, integrated advertising agency that has built its reputation on delivering bottom-line results. Worktank leverages its core areas of expertise in advertising, graphic design, interactive media, film and video production as well as online event services to execute on innovative and creative campaigns. Worktank's clients include



Microsoft, AT&T and Vertafore, among other significant brands. Worktank uses the power of story to establish deeper connections between organizations and their customers. For more information about Worktank, please visit www.worktankseattle.com.

About Matter Group LLC

Matter Group, the maker of the award winning Xeko (www.xeko.com) line of eco-adventure toys and games, and publisher of xeko.com, wants kids to have fun while being inspired to preserve and protect our planet. Xeko products are all made sustainably using earth-friendly materials and minimal packaging and are sold at Whole Foods, toy, gift, zoo, and museum stores nationwide. Four percent of Xeko net sales are donated to Conservation International in support of its work to save Earth's biodiversity hotspots. The Seattle-based company is currently working on projects to extend the Xeko entertainment property into television, film, and merchandise.

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