

CHESS

UPDATED TO HANDHELD VIDEO GAME

Chess Challenge

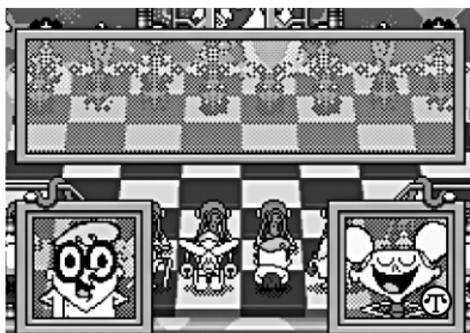
(NAPSA)—Chess is king! The game is believed to have originated in ancient India and was called *chaturanga*, (“four corps”), the name for the four traditional army divisions. The name “chess” comes from the Persian word *shah*, a king or ruler. The oldest existing chess pieces were found at Nashipur, dated to A.D. 900. Chess reached Britain around A.D. 1255.

Today, thousands of youngsters—from toddlers to high-school seniors—are part of the U.S. Chess Federation, traveling to locations all across the country to compete and win medals. Still one of the world’s best, most popular and challenging games, chess is now enjoyable in a whole new form—as a handheld video game featuring popular cartoon characters.

An ideal holiday gift for your favorite chess buff or any young fan of Nintendo’s Game Boy® Advance, “Dexter’s Laboratory: Chess Challenge” may be the ultimate game for the budding genius.

New from BAM! Entertainment, Inc., “Chess Challenge” takes the humor and brilliance of the popular Cartoon Network™ show “Dexter’s Laboratory” into the ancient world of the battle board and turns it into a whole new experience. You can play as Dexter, Dee Dee, Mandark or Major Glory and match your wits against your opponent to determine who is the true genius.

Dozens of exciting and fun animations bring the characters to



A new animated handheld video game makes chess even more enjoyable...and an ideal gift for anyone who loves challenging games.

life every time you successfully take one of your opponent’s pieces. Play against your favorite characters or with friends on the multiplayer link.

Video games are a \$7 billion industry in the U.S., with handheld games accounting for a large percentage of sales. One reason may be handheld games have advanced through the years, offering new features along with now familiar conveniences. “Chess Challenge,” for example, now has four different play modes that include tournament mode, puzzle mode, multiplayer mode or quick play—and it’s still a great way to enjoy portable chess with pieces you’ll never lose.

Chess may be more fun than ever with “Dexter’s Laboratory: Chess Challenge,” many agree. You’ll find the game at electronics stores, or to learn more, visit www.bam4fun.com.