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Chick-fil-A Picks Professor Noggin for Premium

Victoria, BC, May 1, 2008 – Outset Media and Chick-fil-A restaurants are joining forces to offer American families a selection of *Professor Noggin's* games as part of the restaurant chain's Kid's Meal Program in May and June.

"Partnering with Chick-fil-A to encourage learning and family interaction is a natural fit for us," said David Manga, president of Outset Media and inventor of the *Professor Noggin* series of children's card games. "Our companies share the values of positive family interaction, learning – and fun!"

The promotional *Professor Noggin* games will challenge children aged four to eight with questions on five subjects kids love: pets, insects, reptiles, fresh water animals, and space. A colorful spinner themed to match each game's subject promotes interaction and determines which questions players will answer.

"A Chick-fil-A Kid's Meal, paired with a *Professor Noggin* premium, nourishes bodies and minds at the same time," says Manga. "*Professor Noggin* games are perfect for parents and children to play together."

Chick-fil-A is a quick-service chicken restaurant chain committed to encouraging positive parent-child interaction, learning and fun through its Kid's Meal Program. The *Professor Noggin* premiums will be available with Kid's Meals at nearly 1300 Chick-fil-A locations nationwide, as well as online at www.chick-fil-a.com.

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About Outset Media Corp.

Outset Media designs, manufactures and distributes high quality board games, card games and puzzles that help develop healthy minds in children and provide healthy entertainment for families. Its games have won dozens of awards for their educational value, playability and fun. Outset Media's products are available through independent specialty retailers throughout the USA and Canada.

Because Games Matter.



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Based on revenue growth, *PROFIT: Your Guide to Business Success* has listed Outset Media in its PROFIT 100 ranking of Canada's Fastest-Growing Companies for the last six consecutive years. In addition, in 2008 the Neighbourhood Toy Stores of Canada voted Outset Media its Supplier of the Year for an unprecedented fourth straight year. For more information visit www.outsetmedia.com or www.professornoggin.com.

About Chick-fil-A Inc.

Atlanta-based Chick-fil-A, Inc. is the nation's second-largest quick-service chicken restaurant chain (based on sales), with more than 1,375 restaurants in 37 states and Washington D.C. In 2007, Chick-fil-A produced record sales of \$2.64 billion - a 16.09 percent overall increase and an 8.47 percent same-store sales gain that helped extend the chain's streak of consecutive sales gains to 40 years. In 2008, Business Week magazine included the chain in its Top 25 list of Customer Service Champs.

Credited with inventing the boneless breast of chicken sandwich and first introducing the chicken nugget concept, Chick-fil-A serves nutritious and freshly prepared food products in mall locations, stand-alone restaurants, drive-thru-only restaurants, Chick-fil-A Dwarf House® and Truett's Grill® full-service restaurants, and through licensed outlets in college campuses, hospitals, airports, businesses and industrial sites. More information about Chick-fil-A is available on the chain's websites, located at www.chick-fil-a.com, www.chick-fil-a-pressroom.com or www.truettcathy.com.

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