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Contact: Penny Hawk
Kids In Need Foundation
937-296-1230, ext. 303
pennyh@kinf.org

INNEX SHARES SUCCESS WITH THE KIDS IN NEED FOUNDATION

*Videogame Distributor Donates Percentage to Kids in Need to Help
Provide Free School Supplies to Impoverished Children*

DAYTON, OH – July 21, 2009 - Innex, a major distributor of videogame peripherals and accessories, recently announced that it has signed a cause marketing license agreement with the Kids In Need Foundation. Marathon Projects Ltd, the licensing agency for the Kids In Need Foundation negotiated the transaction. This will be the latest partnership agreement under the Kids In Need Foundation cause licensing program.

The Kids In Need Foundation provides free school supplies through a national network of Resource Centers where teachers from designated schools shop for the school supplies needed by their students. The Resource Centers provide supplies to children who are most in need, children who would most likely have to go without the supplies were it not for the Centers. It is not uncommon for teacher to spend between \$500 and \$1,000 of their own money each year to provide supplies for their students.

Believing that the meaning of success is the ability to help others, Innex, Inc. has announced that it will donate a percentage of its sales revenue to the Kids In Need Foundation, a charity that provides free school supplies to impoverished children. Moving forward, Innex will allocate a portion of all revenue, including sales of its exclusive brands (Komodo, Retro-Bit, Exo-Flex) to Kids In Need.

Innex was established by Titi and Joey Ngoy, brothers whose family fled to a Thai Refugee Camp from Cambodia in 1979 while the country was suffering from violent revolution and extreme poverty inflicted by Pol Pot and the Khmer Rouge. The brothers' parents arrived in America with nothing, but managed, through hard work, to provide their children with the education necessary to prosper.

“Through our own family experience, we are very aware of the importance of an education and the difficulties faced by impoverished children,” stated Titi Ngoy, president of Innex. “Teaming up with Kids In Need offers us

the opportunity to make a contribution to a charity that is near to our heart and will hopefully make a difference in the lives of kids who need an extra hand getting ahead.”

David Smith, executive director of the Kids In Need Foundation stated, “Kids In Need is very excited to partner with Innex since videogames are an important part of our youth’s culture. To be able to integrate Innex’s videogame peripheral and accessory program with Kids In Need has fundamental appeal for both companies and helps strengthen Kids In Need’s mission to provide school supplies for more children who need them.”

Research shows that when children are provided with basic school supplies their grades go up, their confidence increases, and their attitude toward learning improves. Teachers and principals report to Kids In Need that after their students receive supplies from a local affiliate in the Kids In Need National Network, they also see a decrease in student absences and a positive difference in students’ behavior in the classroom.

About Innex™

Innex was launched in 2004 as a **distributor** of video game related products with a particular emphasis on video game peripherals. The company has experienced exceptional growth in just five years and is poised to become one of the leading providers of gaming accessories worldwide. In addition to its extensive global distribution capabilities, Innex also provides its business partners with the opportunity to develop their own **private label brands** by offering an Original Equipment Manufacturer (OEM) program. Simultaneously, Innex has positioned itself as a **product sourcing agent**, providing expert consultation to companies looking for specific video game related products that are either unavailable through other vendors, or difficult to find or manufacture.

<http://www.innexinc.com> or call (866) 659-7177

About Kids In Need Foundation

The Kids In Need Foundation is a national 501(c)(3) charitable organization founded in 1995. The Foundation’s mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids in Need National Network of Resource Centers includes 23 facilities that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids in Need Foundation has distributed nearly \$300 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000 teachers annually, and has awarded \$1 million in grants to teachers. The Kids In Need Foundation has received Charity Navigator’s highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit www.kinf.org. Follow Kids In Need on Twitter, <http://twitter.com/kidsinneed>

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