

TESSERACT STUDENT AND BROTHER SELF-PUBLISH WORLD GEOGRAPHY BRAIN PUZZLE BOOK

PARADISE VALLEY, ARIZONA—March 19, 2009—Tesseract School, a non-profit, independent private school—preschool through ninth grade, with its inaugural 10th-grade class scheduled for fall 2009—announced Sam Ettenson, an eighth-grader at Tesseract School, and his brother Brady, a fifth-grader, published “Knock, Knock ... Where Am I?” a geography brain teaser book.

The boys' newly released book is the culmination of several years of work. The book is composed of puzzles that help children and adults of all ages learn about the world, its countries and its cities. "I hope that this book gets other kids interested in learning about geography and different places on the planet," said Sam. The 69 puzzles in the book were created by Sam and Brady after living abroad and traveling around the world with their parents. The boys' dad, Richard Ettenson, Ph.D. Professor at Thunderbird School of Global Management and Thelma H. Kieckhefer Research Fellow in Global Brand Marketing, brings the family with him on overseas business trips and when he lectures abroad.

"It sometimes can be boring on a long international flight or a cross-continent train ride, or waiting for dinner at a restaurant in some foreign city," said Brady. "To pass the time, have fun and learn more about the world, my family created these awesome brain puzzles. We have been working on these brain puzzles, on and off, for more than four years. It's pretty cool to see it in book form."

"At an early age, Sam and Brady learned about the importance of a global mindset," Ettenson said. "That ability to work successfully in diverse cultures and different social, economic and political environments is special, and the two boys get it. The boys themselves firmly believe that "better understanding of other countries and cultures can help make the world a better place."

The Ettenson's new book and perspectives are consistent with Tesseract School's mission and values. Tesseract integrates sustainability and global connections into its curriculum, providing an education that prepares students to lead lives of purpose, and become ethical and compassionate citizens with a global perspective. The school's academic trips and student exchange and foreign language programs have all been designed to help prepare students for a more interconnected world.

"It is essential that we prepare our students for the challenges of an interconnected world," noted Nigel Taplin Head of Tesseract School. "By enabling students to experience the issues shaping the world around them, and educating them to be critical and innovative thinkers, we hope to inspire children to be globally conscious and ethical decision makers. Sam and Brady's book is a clever, creative way to engage students of all ages to learn more about the world while improving their problem-solving skills, and is a wonderful example of how global and cultural awareness can enrich one's life."

About Sam and Brady Ettenson:

Both Brady and Sam were born in Australia, have lived in Australia and France, and have traveled to more than a dozen countries on five continents. Each holds dual citizenship in the United States and Australia.

In total, the boys have created more than 300 puzzles and plan to continue releasing them in upcoming editions. For more information and to purchase the book, go to www.knockknockwhereami.com .

About Tesseract:

Tesseract School is a non-profit, independent private school for students in preschool through ninth grade, with its inaugural 10th grade class starting fall 2009. All grades, preschool through 12, will be available fall of 2011. Tesseract School has high academic standards, thematic learning and more than two decades of academic excellence. Tesseract fosters each student's intellect, love of learning and strength of character in an



innovative and collaborative environment. It prepares students to excel in college and beyond, lead lives of purpose, and become ethical and compassionate citizens with a global perspective. Tesseract's lower school is located at 4800 East Doubletree Ranch Road, Paradise Valley, Arizona 85253. Tesseract's middle and high school is located at 3939 East Shea Boulevard, Phoenix, Arizona, 85028. For more information visit www.tesseractschool.org or call 480-991-1770.