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Contact: Vicky Kahn
A&E Network, 212-210-9762
vicky.kahn@aetn.com

A&E NETWORK ANNOUNCES

A&E THINK LIKE A KING® NATIONAL CHESS CHALLENGE

\$100,000 SCHOOL CHESS SOFTWARE GIVEAWAY TO LAUNCH

THE KNIGHTS OF THE SOUTH BRONX

STARRING TED DANSON

DIRECTED BY ALLEN HUGHES

INSPIRED BY THE TRUE STORY OF DAVID MACENULTY

Contest set to launch on November 9 and go until January 4, 11:59PM

Movie will premiere on December 6, 8pmET/PT

New York, NY, November 9, 2005 – The A&E Network and Food for Thought Software will launch a nationwide contest aimed at promoting the use of chess to teach schoolchildren critical thinking skills. Tied to the worldwide premiere of the A&E original film, **THE KNIGHTS OF THE SOUTH BRONX** (film premieres Tuesday, December 6, 8pm ET/PT), starring Ted Danson and directed by Allen Hughes, the contest will award \$100,000 worth of the Think Like A King® School Chess Software System nationwide.

The contest will begin Wednesday, November 9 and end January 4, 11:59PM ET. Details and entry forms are available at www.aetv.com or www.schoolchess.com.

One school in each state and the District of Columbia will win a full installation (\$2000 value) of the highly acclaimed software that has become the Official Scholastic Software of the United States Chess Federation. Teachers and administrators will be able to nominate their schools to receive the software by submitting a brief description of why they believe they can use chess to enhance learning and thinking skills. Students, parents and community members should feel free to encourage their schools to enter!

“A&E has a longstanding commitment to educational outreach programs,” said Libby O’Connell, SVP, Corporate Outreach, Chief Historian, A&E Television Networks. “With **THE KNIGHTS OF THE SOUTH BRONX** and the **A&E THINK LIKE A KING NATIONAL CHESS CHALLENGE**, we honor the work of real life hero David MacEnulty – who inspired the film – by helping educators across the nation use chess to improve critical thinking skills in our children.”

In **THE KNIGHTS OF THE SOUTH BRONX**, Danson portrays teacher David MacEnulty in this true story of heroism and inspiration. The movie depicts one man's struggle to better the lives of seven poor children from the South Bronx. By teaching these children chess, he transforms them into national champions, and in the process changes their lives and the lives of thousands of other kids, their families, and their neighborhoods. A&E Network will co-produce the film with Fox Television Studios (FtvS).

The Think Like A King® School Chess Software System provides a comprehensive and engaging scholastic chess curriculum, including management and motivational tools that make it possible for any school to establish a successful chess program, even without the help of an expert chess teacher. Already used by more than 1100 schools nationwide to help make chess their School Sport, Think Like A King allows educators to use chess to teach critically important thinking skills and create valuable peer-based role models demonstrating that success in life comes from *thinking*.

David MacEnulty, who, with Grandmaster Miron Sher, authored the Think Like A King Chess Workouts curriculum, and whose remarkable work with inner city schoolchildren inspired the film, strenuously argued that chess was not a game but a set of mind skills that would enable children to face challenges they would encounter in their lives. His teaching methods have been incorporated into the Think Like A King software, enabling schoolchildren everywhere to benefit from his experience and success.

Beloved for his portrayal of womanizing barkeep Sam Malone in *Cheers* (1982-93) and as the crusty physician *Becker* (1998-2004), Emmy Award winner Ted Danson has enjoyed a career spanning television, film and the stage. His feature film credits include *The Onion Field*, *Three Men and a Baby*, *Body Heat*, *Creepshow*, *Cousins*, *Made in America*, *Dad*, *Mumford* and *Saving Private Ryan*. Among his television films are *Something About Amelia*, *When The Bough Breaks* and *Gulliver's Travels*.

KNIGHTS OF THE SOUTH BRONX is directed by acclaimed feature filmmaker Allen Hughes (*Menace II Society*, *Dead Presidents*, *From Hell*). The executive producer is Diane Nabatoff. Co-producer is Perri Peltz. Delia Fine serves as the executive producer for A&E Network and Emilio Nunez is the supervising producer. David Madden and Lisa Demberg will supervise for FtvS.

About A&E Network

Now reaching more than 88 million homes, **A&E Network** brings viewers *the Art of Entertainment*™ through a unique combination of three genres – *The Art of Biography*, *The Art of Documentary*, and *The Art of Drama*. A brand synonymous with excellence in television, **A&E Network** offers a diverse mix of programming ranging from critically acclaimed original series and movies, to innovative documentaries, to the Emmy Award-winning *BIOGRAPHY*® series, to dramatic specials, feature film presentations, and contemporary performances. In 2004, **A&E Network** holds the distinct record for the most Primetime Emmy nominations (24) for a basic cable network.

About Think Like A King® School Chess Software System, from Food for Thought Software, Inc.

Named the Official Scholastic Software of the United States Chess Federation, the Think Like A King School Chess Software System was created by full-time physician Stephen Lipschultz, MD, based on his experiences coaching his own children's elementary school chess club. Recognizing the enormous potential of chess as a tool to teach critical thinking skills, Lipschultz saw that the greatest obstacle to creating school chess programs was the lack of experienced chess teachers. To enable kids and schools everywhere to

benefit from chess, he developed a soup-to-nuts system that is more than just great software. It's become a nationwide project to establish chess as an educational activity that promotes successful thinking for a successful life. Along the way, Lipschultz teamed up with **KNIGHTS OF THE SOUTH BRONX** protagonist David MacEnulty, whose success using chess to turn around the lives of at-risk kids was remarkable. The teaching methods MacEnulty used have been turned into the **Think Like A King® Chess Workouts**, a series of engaging and easy-to-use interactive chess tutorials that take all the work out of learning chess, making it possible for anyone to mentor students through a comprehensive scholastic curriculum. With Chess Club Manager© to manage and motivate, the Chess Workouts© curriculum for school or home, and its many other features, Think Like A King® is helping tens of thousands of children nationwide to develop better thinking and learning skills.

The **A&E Network** website is located at www.aetv.com and the Think Like A King® website is located at www.schoolchess.com.