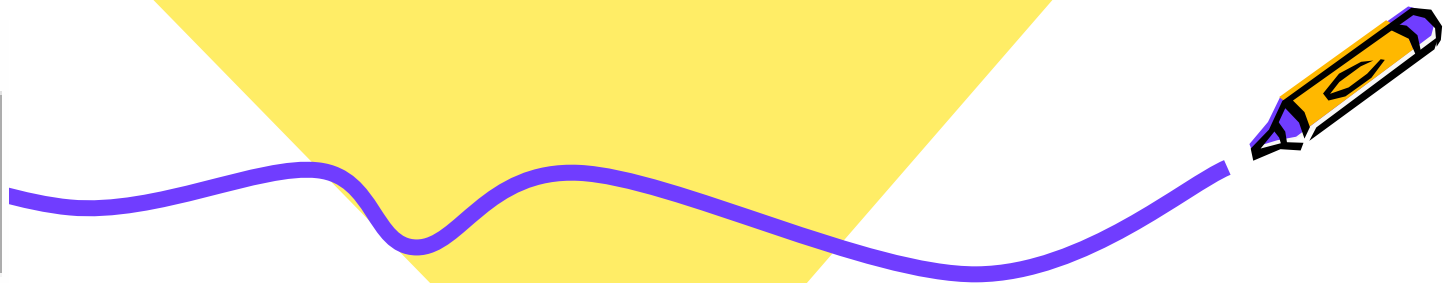
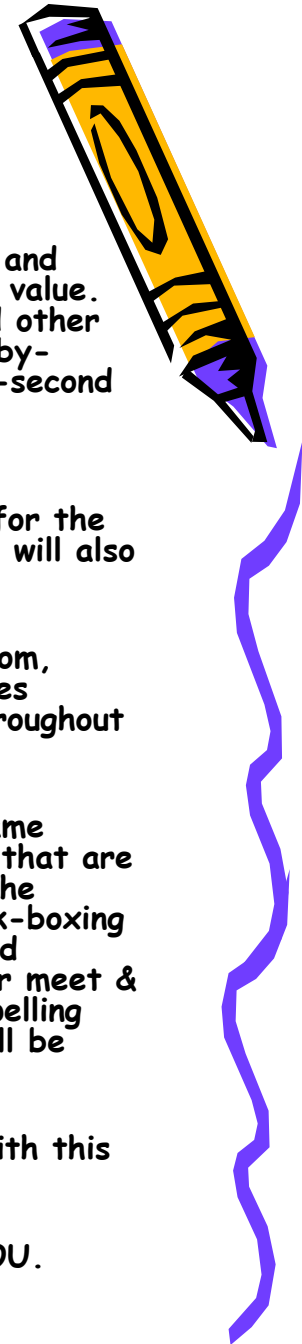




THE 10-YEAR ANNIVERSARY SEASON GOES
"ON THE ROAD"



Its Kids Time Xtreme® Gameplan



- Celebrating 10 years of promoting education, safety and nutrition to families with kids. "It's Kids Time Xtreme" is the #1 interactive tour, and this year the target age group are tweens/middle school kids.
- "It's Kids Time Xtreme" is going "On the Road".
- This year's tour will include a combination of stops at various County Fairs, State Fairs, NASCAR Speedways, and top Malls across the country.
- Celebrate 10 years of sports and entertainment promoted in a way where family values are the focus. Keeping it fun and exciting for kids makes it the best tour in town.
- Primarily targeting ages 8 to 14.
- Nationally *SI Kids* is the tour print partner. 3 full-page ads will be positioned promoting all the stops and their attractions. - June, August and October editions -reaching more than 3 million families.
- Local media will be primarily radio and newspaper, a \$40,000 per market value. Clear Channel, Infinity, Emmis and other independents are secured market-by-market - live-read spots, and :30-second promos are positioned.
- Newspapers feature the tour as "attractions" under "Things to do for the Weekend". In some markets there will also be dedicated ad schedules.
- Online support is through SIKids.com, SPPKids.com and other sponsor sites targeting more than 3.9 million throughout the season.
- Special attractions include the "Game Zone" featuring interactive games that are "E" and "T" in nature, as well as the Active Kids Zone where cardio kick-boxing is a priority keeping kids active and healthy. Music competitions, player meet & greets, demos, hourly math and spelling competitions, prizes and more - will be featured.
- Expect to attract over 500,000 with this year's anniversary season.
- COMING TO A MARKET NEAR YOU.
JOIN THE FUN.

