MEDIA CONTACT:
Kristina Junger
415-474-2989
kristina@kjunger.com

FOR IMMEDIATE RELEASE

Animated Programs' ToonTalk 2 Wins a Prestigious Parents' Choice Gold Award

The ultimate guide to computer programming for children, ToonTalk 2 adds a Parents' Choice Award to its industry honors

SAN CARLOS, CA. – November 14, 2001—Animated Programs is pleased to announce that ToonTalk 2 has won a coveted Parents' Choice Gold Award for Fall 2001. Selected from a wide array of entries, ToonTalk 2 wins the top software honor for children ages 5-18 years. Designed to teach the basics of programming, including constructing, debugging and running programs, in a welcoming and joyful animated interactive world, ToonTalk 2 is a must for parents who want to give their children a "jump start" to the digital age.

ToonTalk 2 makes programming easy for children to understand by animating familiar objects such as birds, robots, trucks and bicycle pumps rather than presenting traditional textual exercises. Children solve a series of interactive puzzle games in a creative and enjoyable environment that gradually teaches programming construction and techniques. They can also enter the "free play" zone, an open-ended, rich environment of exploration and discovery, or view narrated demonstrations which show how to build and debug programs.

"We want to provide children with the tools and knowledge to express their creative imaginations through computer programming," says Ken Kahn, President and Founder of Animated Programs. He adds, "Winning this prestigious Parents' Choice Gold Award is an honor for Animated Programs and ToonTalk 2, and an incentive to continue designing educational, fun-filled products for children of all ages."

The Parents' Choice Awards seal of approval is awarded to products that meet and exceed standards set by educators, scientists, performing artists, librarians, parents, and yes, kids themselves. The Foundation's purpose is to search out and recommend fairly priced products that help kids grow – imaginatively, physically, morally and mentally—and that are fun, safe, and socially sound. For additional information about the awards and a description of the significance of each awards category, consult the Parents' Choice Foundation's Web site (www. parents-choice.org).

ToonTalk 2 is currently available for Windows at $24.95 and can be ordered online at www.toontalk.com or by calling 800-317-9830. Versions are also available in Japanese, UK English, Swedish, European Portuguese and Brazilian Portuguese.

TOONTALK 2 FACTS AT A GLANCE

— Teaches children computer programming in a fun and supportive environment.

— Educational skills include puzzle solving, logic problems and critical thinking.

— Three levels of play including narrated demonstrations.

— Easy to use and understand.

— Terrific price point at $24.95.

— Children can create their own games and programs and share them with friends.

— Internet enabled and browser integrated.

ABOUT ANIMATED PROGRAMS: Animated Programs was founded in 1992 and is based in San Carlos, California. Its mission is to make computer programming "child's play." The ToonTalk brand of products has been researched under consulting contracts for the University of London, the Swedish Institute of Computer Science and the Royal Institute of Technology in Sweden. Founder and President Ken Kahn is an MIT computer science Ph.D. and an expert in designing computer programming languages.

ABOUT PARENTS' CHOICE: Founded in 1978, Parents' Choice is the nation's oldest not-for-profit consumer guide to quality children's media: books, toys, audios, software, television, videos, and magazines. The Foundation's mission is to impart solid information about the vast array of children's media products and toys that are on the market, helping parents and caregivers of all achievements and backgrounds make informed decisions about which new products are right for their children.

In addition to administering the prestigious Parents' Choice Awards, the foundation has initiated a number of literacy programs including "Reading is Power" and "What-Kids-Who-Don't-Like-To-Read-Like-To-Read." Since its inception, Parents' Choice Foundation has donated more than 425,000 books, toys, computer software, and videos to schools, libraries, and pediatric hospitals via corporate grants and the generosity of public-spirited volunteers.