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**New Social Online Adventure Destination ZooKazoo  
Lets Kids Express ThemZelfs**

Safer, social networking site for kids officially live today at [www.zookazoo.com](http://www.zookazoo.com);  
Kicks off challenge to raise Earth Day awareness

**Palo Alto, CA (April 3, 2008)** – The battle for the hearts and minds of today’s kids has just intensified with the arrival of a new online adventure destination, ZooKazoo.com. Created by five dedicated parents with extensive backgrounds in education, technology and media, ZooKazoo encourages creative girls and boys ages 6-12 to have fun, express themselves and make their world a better place all in a very unique and friendly online environment.

While offering an in-depth and engaging experience for kids, ZooKazoo has taken significant measures to provide safety features including: 24/7 monitoring, smart text filters that are designed to learn over time, and easy to use, no bullying features. Most importantly, ZooKazoo promotes responsible community membership by allowing kids to help police their own world. And finally, ZooKazoo’s environments are advertising-free, as the site is entirely supported by subscriptions from parents and guardians.

“We are extremely proud and excited to announce the arrival of ZooKazoo,” said John Kim, Co-Founder, President and CEO of ZooKazoo. “We’ve taken the best elements of social networking, entertainment, creativity and environmental consciousness and weaved them into a safer, online environment that is a total blast for kids while it also nurtures their self-esteem and personal growth.”

**What is ZooKazoo**

ZooKazoo is all about freedom of choice and expression for kids. Once kids join the ZooKazoo world, they select and customize their avatar/virtual “Zelf” – though they can change their Zelf at any time. They can meet and chat with friends and exchange in-world Zmails. Members play games to earn “Kazoobits” that can be used to customize their avatars and decorate their homes within various worlds. Kids are encouraged to ‘donate’ Kazoobits to sanctioned charities and become advocates for causes – both online in ZooKazoo and offline in the real world. They can also submit ideas and voice opinions about how the ZooKazoo world develops and how it should evolve. Soon they will be able to create and share their own art, music and videos.

ZooKazoo.com currently features two very diverse worlds – Jungaloo and Hiphopolis. Jungaloo is a lush rain forest environment brimming with jungle-river rides, joking tikis, customizable huts, and games populated by exotic animals. Kids can hang out with friends in The Funky Tiki Lounge, feed a panda, dance with monkeys or decorate their tree-house. In Hiphopolis, kids experience bright lights and hip hop beats in an urban landscape. They can dance in the Club Stylus, show off their funny bone on the stand-up stage, get creative with neon and graffiti, or chill in their personalized penthouse high in the sky. ZooKazoo will add new environments and worlds as chosen by the kids themselves.

Kids can join ZooKazoo by registering on the site as a Guest or Premium Member. In both instances the site asks for a parent or guardian's email address, allowing an adult the opportunity to activate the account. Premium Members require a paid subscription for which they receive special privileges and invitations to special events. The philosophy of charging a nominal subscription is to keep the site free of advertising and to continually enhance the ZooKazoo experience for children. More information on the company and the site is available at [www.zookazoo.com](http://www.zookazoo.com)

### **Encouraging Kids To Make A Difference – The Earth Day Challenge**

As an illustration of how kids might make a difference in the real world, ZooKazoo is kicking off an Earth Day Challenge on the site during the month of April. Visitors to the site will find 30 e-postcards that contain fun facts or tips and represent one of five Earth Day-related charitable causes: energy conservation, animal conservation, recycling, forest habitat protection and ocean habitat protection. Kids are encouraged to become advocates for their favorite cause while spreading awareness by emailing these postcards to their friends. Each postcard sent represents a “vote” and the winning cause will receive a \$5,000 monetary donation from ZooKazoo.

ZooKazoo has also created a downloadable version of the Earth Day Challenge to encourage school participation. Teachers can download the cards as a K- 8 classroom computer project or as part of their Earth Day awareness curriculum. The 50 classrooms that distribute the greatest number of e-postcards will win their choice of a pizza party or Amazon gift certificate for books and supplies.

### **About ZooKazoo**

ZooKazoo was conceptualized back in January 2007 by five parents with extensive backgrounds in children's learning and play, entertainment, game design, web-based technologies and business. Their collective mission was unanimous: Create a safer, imaginary world of adventurous destinations on the Internet where children can play, socialize, have fun and make their world a better place.

ZooKazoo is a subsidiary of KD Learning.

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