



SmarTots Launches World-Wide Quest for Top iPad And/OR iPhone Children's Educational Apps

“Quest for the Best” Kids Apps contest to award \$6000 in marketing programs to best mobile educational app for young learners

BEIJING, September 30, 2011: SmarTots, an award-winning mobile platform for young kids’ apps, announces the launch of the "Quest for the Best" Kids Apps Contest -- a global search for developers of best-in-class iPad and/or iPhone apps targeting kids ages 2 to 7. Developers from around the world are invited to enter their apps to compete for a \$5000 marketing program gold prize, an attractive \$1000 silver prize, and a bronze prize package. The contest runs until November 1, 2011.

To be eligible for the contest, an app must:

- Run on iPad and/or iPhone
- Target an audience of kids aged 2-7
- Have the SmarTots SDK integrated, and go live on iTunes within the month of October 2011 (visit <http://developer.smartots.com> to sign up and download the free SmarTots SDK.)
- Apps already live on iTunes can enter the contest as well - you'll need to update your existing app with the SmarTots SDK by November 1st

The “Quest for the Best” Kids app is open to any children’s education app developer. Developers must download and integrate the SmarTots SDK before November 1st. (visit <http://developer.SmarTots.com> for details). More than one app can be entered, in fact – with more apps on the SmarTots Network, developers can obtain even better from being a part of SmarTots. Winners will be announced on Tuesday November 15, 2011.

All submissions will be evaluated by a team of children’s software specialists, teachers, PHDs and parents using the following evaluation categories: **Fun, Creative, Educational, and Value for Money**. The three prizes up for grabs have been selected to help address one of the biggest challenges for developers today: app marketing and promotion. The gold prize will consist of a \$5000 marketing program for the winning SmarTots-enabled app, along with an email promotion to all SmarTots parents, mention in a news release and three free featuring spots on SmarTots. The silver prize will include the same email and news release promotion, but with a \$1000 marketing program and 1 featuring spot on SmarTots. The bronze winner will receive the promotion, and one free featuring spot. For gold and silver-level winners, SmarTots will manage the marketing promotion, and deliver a report at the end of the marketing period.

“We are on a quest for the very best applications for our young iPad/iPhone learners,” says SmarTots CEO, co-founder & Father of Two, Jesper Lodahl. “Our hope is that we bring some much-needed marketing strength to those excellent developers who truly deserve it - while we bring some excellent apps to the attention of our devoted audience of mobile-savvy parents and kids.”

To participate, developers must send an email to [contest\(at\)smartots\(dot\)com](mailto:contest(at)smartots(dot)com) when their app goes live on iTunes. The contest will close at the end of the day Monday October 31, 2011 PST. For more details, visit smartots.com/contest.

About SmarTots

Launched in 2010, SmarTots is a mobile education platform for children aged 2-7 that offers a powerful new way for children and parents to connect and learn. It brings together educators, parents, and developers in an interactive, fun, and manageable learning experience that engages children and provides parents with rich insight into their child's online learning world. For more details, visit <http://www.Smartots.com>

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