



For Immediate Release

China's Top Educator leads a \$750,000 Investment in the World's 1st Kids App Platform.

Number 1-voted SmarTots platform for kids' apps offers fresh, new way for parents and children to connect and learn

BEIJING, October 17, 2011: Xu Xiaoping's Zhen Fund led an angel round of US\$750,000 in mobile learning start-up SmarTots. Xu Xiaoping is one of China's top educators and co-founder of New Oriental (NYSE:EDU). International funds ChinaRock Capital, SOSventures and Angelvest also invested in the kids' app platform that is transforming apps play into a social family learning experience for kids and parents.

SmarTots is the first mobile platform for kids aged 2-7 that provides parents with a window into their child's mobile app world. Parents receive reports tracking their children's learning activities across different SmarTots apps, including subject aptitudes, amount of time spent on specific apps and recommendations for other SmarTots apps they will enjoy. It also provides teacher advice and educator-developed suggestions for interest-matching, social family activities to reinforce learning and encourage more family time – unique features in the market place.

SmarTots was recently named the top tech start-up at Asia's largest internet conference, Global Mobile Internet Conference 2011 in Beijing. Now in open beta, it is the market's most intelligent platform for developers to reach parents through its sticky learning reports and social family learning activities. Since its launch in December 2010, it has achieved more than 600,000 downloads and is experiencing rapid growth every month.

For developers, SmarTots represents a true market advantage. The easily-integrated platform adds value through its unique child and parent-friendly functionality, access to cross-promotion, and powerful marketing to its large database of SmarTots app-loving parents. Parents are motivated to seek out other SmarTots-enabled apps for their kids and even brag about their child's progress by sharing SmarTots reports on Facebook. Additionally, developers receive invaluable app feedback and incisive statistics on their users (including age, locations and app usage time) that they can use to 'fine-tune' their applications.

"SmarTots offers a truly innovative model in the education sector with potential for both the U.S. and China markets, and I believe it's the right team to execute it," says Xu Xiaoping, managing director of Zhen Fund, an angel investment fund based in Beijing.

“Our vision for SmarTots goes beyond tech innovation... it is really about creating a fresh way for parents and children around the world to connect through learning,” says SmarTots CEO, co-founder & father of two, Jesper Lodahl. “Our unique platform bridges the divide we are seeing in families where everyone is isolated in their own technology silos. We are creating engaging mobile learning experiences for young kids that can be enjoyed and shared socially by the whole family.”

Interested developers are invited to go to <http://developer.SmarTots.com>, to sign on and gain access to SmarTots' cross-promotion and reporting features. Downloading and integrating the SmarTots SDK is free, and takes less than twenty minutes with only one line of code.

About SmarTots

Launched in 2010, SmarTots is a new 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 app learning world.

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