



Liz Erk
The Jaxson Group for Gabuduck
(781) 279-0370
liz@jaxsongroup.com

Lisa Loeb Narrated iPad Storybook Officially Launches Gabuduck into the Children's Mobile Entertainment Marketplace

Go Go Greta! Unveiled by Las Vegas-Based Creator of Children's Interactive Educational Apps

Las Vegas, NV and Digital Hollywood Expo- Marina del Rey, CA, October 16, 2012 – Gabuduck, a creator of music-centric interactive educational apps for children, today officially announced its launch into the marketplace with the unveiling of *Go Go Greta!*, the Lisa Loeb narrated interactive iPad storybook. Based on the hit children's book written by Dana Satterwhite and illustrated by Joseph Watson, kids ages toddler and up can join Greta, "the busiest girl in the world," as she plays, learns and dances all around the globe. The whole family can get in on the fun and play along with Greta in "Read & Play" mode, sit together and listen to Lisa Loeb read in the engaging "Read to Me" mode, or get creative with the dynamic Coloring Book feature. The app also features the theme song, "I Can Do Anything" by The Happy Racers. Watch a preview and download the app, free for a limited time:

<http://www.gabuduck.com/greta>.

Gabuduck is unlike any other mobile app provider, delivering interactive music-based activities that are enjoyed by both parents and children alike. The company's business model is creating a new revenue channel for the music and entertainment industry, developing new musical experiences with sounds and original compositions. Gabuduck's content also features known music, but it is complete with new visuals and interactivity. Notable talent including Lisa Loeb, KBC Kids and Tom Maxwell have recognized the value of Gabuduck's vision and are currently involved in several app projects.

"We are thrilled to share the first segment of the *Go Go Greta!* series with the world! Greta is just one example of how the Gabuduck team is bringing music appreciation and education to young children and their families through the use of engaging interactive stories and applications," said Angela Abshier, Co-founder and CEO of Gabuduck. "The platform we have designed goes far beyond what you see with existing large broadcast brands, while simultaneously developing a whole new monetization concept for the recording industry."

"As a mom and an artist, I am so excited to be part of a music app that appeals to both kids and adults," said Lisa Loeb, singer-songwriter and actress. "Gabuduck raises the bar on introducing kids to learning through song and sound."

Behind the Gabuduck brand is a core team of entertainment industry veterans, including Co-founder and CEO Angela Abshier, thought leader in the casino gaming space and former intellectual property lawyer who brings 25 years of business relationships in music, film, entertainment, and development. Co-founder John McClain is an Emmy and Grammy award-winning audio producer with over 22 years in the entertainment industry.

Angela will be a panel participant in the Digital Hollywood Expo session, "Next Generation in Media Technologies - Broadband and Mobile," taking place Thursday, October 18th at 11:05 a.m. Digital Hollywood is taking place October 15 - 18, 2012 at the Ritz Carlton, Marina del Rey, CA.

For more details about Gabuduck, visit <http://www.gabuduck.com>. To download *Go Go Greta!* directly from iTunes go to: <https://itunes.apple.com/us/app/go-go-greta!-interactive-kids/id563915708?mt=8>. Also, check out Gabuduck's KBC Kids music-creation app, also free for a limited time in celebration of Greta's debut: <http://itunes.apple.com/us/app/kbc-kids-kid-friendly-hip-hop!/id540244798?mt=8>

About Gabuduck

Headquartered in Las Vegas, Nevada, Gabuduck designs, produces and publishes extraordinary interactive, music-based educational mobile content for kids. The company specializes in uniting the entertainment industry's most talented illustrators, animators, authors and musical artists together to create truly engaging and interactive products that captivate users of all ages. Gabuduck works with notable musical talent, including Lisa Loeb, KBC Kids, Eric Brace and Philip Cooper, and Tom Maxwell. To learn more about Gabuduck, visit <http://www.gabuduck.com>.