



For immediate release:

Kids' App That Helps Manage Screen Time for Preschoolers Wins Support from Parents

Toronto – November 20, 2012 – Preschool video platform [Kidobi](#) is pleased to announce that it has been awarded the [PTPA Winner's Seal of Approval](#). Kidobi creates personalized learning channels for each viewer based on their age, interests, and parental input, among other factors, to help parents give their children better value for their screen time.

Designed to help busy parents ensure their child gets the right content at the right time, Kidobi gives parents peace of mind that their child is getting content that is safe and age appropriate. Kidobi is available online and as a [mobile app for iPad](#) and [Android](#) devices, allowing parents to access their child's personalized learning channel 24 hours a day, seven days a week.

Being honoured with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children or parents. "We're happy that parents see the value in giving their kids a more personal experience when it comes to online video," said Eric Sorenson, Director of Research & Content at Kidobi. "With kids spending more and more time watching videos online, the demand for apps like Kidobi will continue to grow."

"At PTPA Media, we are proud to play a role in certifying innovative products that families can trust," says Sharon Vinderine, CEO and founder of PTPA Media Inc. "When consumers search for our Seal of Approval on product packaging and web sites, they are essentially searching for validation from their peers. Their peers will have objectively tested and approved these products based on their performance in a real life environment. That type of resource for families is priceless."

Kidobi was among many entries from across North America competing to earn the PTPA™ Seal. Independent parent volunteers evaluate products in their own homes to ensure that PTPA winners are chosen based on merit and consumer experience – not on commercial considerations. As a result, the PTPA Media™ Seal has quickly gained recognition as an international leader in certifying consumer products for quality, effectiveness and value. Their CEO and founder, Sharon Vinderine has appeared on

nearly 50 morning shows as a reliable source for the latest and greatest in family products. The media and parents alike trust the collective opinion that PTPA Media represents.

PTPA Media has North America's largest volunteer parent testing community, with over 40,000 parents and was rated the Most Trusted Seal by 22,000 parents.

Consumers looking for high-quality products and services can rest assured when they see the PTPA Winner's Seal; it's evidence of a products excellence from having been evaluated by unbiased parent testers.

About Kidobi:

Kidobi is a new, online preschool destination that creates tailor-made video playlists based on a child's age, interests and skills. Kidobi adapts to the child's skill level and preferences using technology developed with educators and child development experts. Kidobi's software will automatically create a personalized learning channel for your child that's ready 24 hours a day, seven days a week.

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About PTPA Media Inc.:

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve consumer access to quality products and services for their families and homes.

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