



For Immediate Release:

myKaZootv Adds Family Friendly Music to Kidobi's Video Platform

Toronto, January 22, 2013 – Family-friendly music company [myKaZootv](#) and [preschool video](#) platform Kidobi announced today a distribution partnership that brings myKaZootv content to Kidobi's personalized video platform for kids.

Kidobi, which tailors content to each child's needs and tastes, will feature select music videos from myKaZootv's acclaimed children's artists on its website and mobile apps. As Kidobi expands its content library, there is a growing demand for music that appeals to kids and their parents.

"From a very early age parents and children connect through music," said Eric Sorenson, Director of Research & Content at Kidobi. "It's universal and accessible to the very young, and it's something that parents want to share with their children. We're delighted to welcome myKaZootv and their great artists to our content line-up."

"We're passionate about giving children and their parents a fun and imaginative music experience," said Richard Ellis, Founder of mKaZootv and its sister company myKaZoo Music, a joint venture with Universal Music Group. "Kidobi enables us to continue in our goal of helping our artists reach more children and families."

"We see so much potential in our partnership with Kidobi," says Rick Dobbis, partner at myKaZootv. "There are hundreds of independent children's artists around the country making great music and videos with little coordinated access to national publicity, marketing and distribution. Kidobi will help us to provide them with an additional, very valuable, touchpoint to the audience."

Kidobi's library features animated, stop-motion, and live-action [preschool videos](#) from top producers and distributors from around the world. Kidobi's content covers traditional educational subjects such as science, early literacy and social development, as well as topics as diverse as cooking, children's yoga, music, and more.

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NOTES TO EDITOR:

About Kidobi:

Kidobi is a new, online preschool destination that is on a mission to *make screen time count*. Kidobi creates tailor-made video playlists based on a child's age, interests and skills, adapting to each child's skill level and preferences using technology developed with educators and child development experts.

Designed to help busy parents ensure their child gets the right content at the right time, Kidobi gives parents peace of mind with a personalized learning channel for their child. For more information please visit www.kidobi.com.

About myKaZootv:

myKaZootv is an always-on, interactive multi-channel video platform, broadcasting music videos for children, with features that make it better than television. The channel offers parents and kids a safe, focused environment showing hundreds of entertaining music videos by top artists, kid hosts and humorous educational interstitials, all organized by topic and artist and easily selected by young viewers.