

FOR IMMEDIATE RELEASE:

StoryBots® Expands with Three New Apps That Delight Kids and Keep Parenting Fun

JibJab Bros. Grow StoryBots Universe of Learning and Fun with Release of KidQuoter™, Tap & Sing and ABC Videos Apps

Venice, CA - March 20, 2013 – [StoryBots](#), created by [JibJab.com](#) founders Evan and Gregg Spiridellis, debuted three new apps today to lend parents a hand with safe, high quality programming for their kids and tools that make parenting more fun.

“We created StoryBots not only to entertain and educate our own kids, but also to inject a big dose of fun into our parenting routines,” said the brothers. “What we’re building is as much for parents as it is for kids.”

The StoryBots are brightly-colored, infinitely curious little creatures who live in the world beneath our screens. They are standing by, anytime, anywhere, in our smart phones, tablets and computers, with apps that entertain kids (the “Happy Kids” product line) and help busy parents (the “Happy Parents” line).

Today’s three new app releases cross both product lines:

[KIDQUOTER](#)™ is an app for iPhone® that allows parents to quickly capture the funny things their kids say and turn it into personalized, sharable art. When a child says something quotable, simply jot it into Kid Quoter and easily turn it into stylish, fun art -- personalized with the child’s face, and custom costumes and backgrounds. The creations are then sharable via email, Facebook, and Twitter. KidQuoter is 100% free to download, and joins Beep & Boop™, the StoryBots good behavior game, as the second app in the “Happy Parents” product line.

[TAP & SING](#) is an app for iPad® that teaches kids musical concepts such as notes, melodies, tempo and, most importantly, the joy that comes from creating music. By tapping the StoryBots in the order they raise their hands, kids can play along to classic songs like “This Old Man,” “Row Your Boat” and “Mary Had a Little Lamb.” It’s like Guitar Hero for kindergarteners. Like all “Happy Kids” apps, Tap & Sing is free to download, comes with sample content (three free songs) and requires a StoryBots membership to unlock all 11 songs.

The [ABC VIDEOS](#) app features the 26 one-minute music videos starring the StoryBots that became a viral YouTube hit, generating over 5 million views, in part because they are as fun for parents and teachers as they are educational for kids. The videos help kids identify the shapes and sounds of alphabet letters and teach vocabulary. The ABC Videos app is free to try on the

iPhone, iPod touch, iPad and iPad mini, and comes with three free videos (“Hooray for A,” “B is for Boogie” and “Crazy for C”). StoryBots members can unlock all 26 videos.

StoryBots is 100% safe for kids and gives parents full control over their kid’s experience.

“As parents, we wanted peace of mind knowing that our kids are playing and learning in a safe commerce-free environment,” said the brothers. “That’s why there are no advertisements or unprotected links in StoryBots apps.”

To learn more about the StoryBots, visit StoryBots.com.

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About StoryBots

The StoryBots are brightly-colored, infinitely curious little creatures who live in the world beneath our screens. They are standing by, anytime, anywhere, in our iPhones, iPads and computers, to lend parents a hand with fun, safe, educationally-themed content for kids, as well as tools that enhance the parenting experience. With music, art and stories designed to entertain grown-ups as much as children, StoryBots is more than just an educational app company -- it's about a lifestyle that makes kids and parents happier. StoryBots is part of JibJab Media, and was created by brothers, dads and co-founders Evan and Gregg Spiridellis, who are Internet pioneers and co-creators of one of the web’s most recognized brands, JibJab.

The StoryBots “Happy Kids” product line includes Starring You® Videos, Starring You® StoryBooks, Activity Sheets, ABC Videos and Tap & Sing. The “Happy Parents” product line includes Beep & Boop™ and KidQuoter™. For logos and images please visit our blog: <http://blog.storybots.com/storybots-press-kit/>.

About JibJab Media

JibJab is in the business of making things that make people laugh. From personalized Starring You® videos to eCards and political satires, JibJab has been creating world-class online entertainment since 1999. With the audacious goal to make billions of people happy, the company has recently focused its cutting edge creative and production leadership on the children’s learning and entertainment market with the launch of StoryBots®. To learn more, visit Blog.JibJab.com/About or StoryBots.com/for-parents.

JibJab®, Starring You!®, StoryBots®, Beep & Boop™ and KidQuoter™ are trademarks of JibJab Media Inc. in the United States and other countries.

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