



## Children's Video Platform Kidobi Announces a Global Distribution Partnership with Yellow House English

*Language learning content from Yellow House English is now available to Kidobi subscribers around the world.*

**Toronto, ON, Canada, October 10, 2013**—Online video platform, [Kidobi](#), announced today a new content partnership with [Yellow House English](#), the company behind two preschool series designed to help young children learn English. *Baby Beetles* (20 x 5') and *Tom and Keri* (26 x 7') are available now on Kidobi.com, as well as through Kidobi's mobile apps for iPad and Android devices. Both series will be available to Kidobi subscribers globally.

Both series were created by Claire Selby, a writer and composer specializing in English as an additional language for children. *Baby Beetles* is a unique series of animated songs designed to teach the first 160 words and phrases of English to children whether as their first, second or an additional language. *Tom and Keri* is a new series to help preschool children aged 3-6 learn English. The 26 episodes follow Tom and Keri on adventures with songs, laughter and lots of new characters to meet in their magic yellow playhouse.

Kidobi provides personalized content recommendations for preschool children, allowing their parents to easily influence the kind of content their child sees. "Parents are asking for content with an emphasis on language learning. Our partnership with Yellow House English demonstrates our commitment to give our viewers what they want," says Eric Sorenson, Director of Research & Content at Kidobi. "We expect language learning to be a big part of Kidobi's future."

"We're thrilled to have our content featured on Kidobi's unique video platform," says Artur Gniadek of Yellow House English. "It means that our programs can find the right audience, making the learning experience even more effective."

### **About Kidobi:**

Kidobi is an award-winning, online preschool destination that creates tailor-made video playlists based on a child's age, interests and skills. Kidobi's software will automatically create a personalized learning channel for your child that's ready 24 hours a day, seven days a week. For more information, please visit [www.kidobi.com](http://www.kidobi.com) and like us on [Facebook](#).

### **About Yellow House English:**

Yellow House English believes that all children can learn English successfully. The most important step is to start learning at a very young age. Millions of children around the world learn English better and faster with series by Yellow House English author and composer, Claire Selby. Claire has been writing successful materials for use in schools, on TV, as apps, for children's entertainment and for home-learning for over 10 years, so Yellow House English is a name you can trust to deliver high quality educational products.

###