

The PAL Award **EDGE**

PROMOTE YOUR PAL WINNER

- Use playonwords.com product reviews that distinguish your winner's language value
- Include playonwords.com value information in press releases announcing your winner
- Display PAL Award stickers or integrated seals on your winning product's packaging
- Pair the PAL Award seal with winner product images on your website, TV, in catalogues, and at industry fairs and shows

PLAYONWORDS.COM PROMOTES YOUR PRODUCT

- Guest on NBC Connecticut TV and News 12 CT TV discussing "Top 10 PAL Picks"/"Smart Toys"
- Contributing expert in media including the Chicago Tribune, parenting.com and *Mom Trends*
- Guest blogger, American Speech & Hearing Assoc.'s *ASHAsphere*, featuring awardees' strengths
- Speech expert on unique parenting sites such as *Love That Max*, focused kids with special needs
- Playonwords.com's website announces PAL winners and provides unique educational reviews
- 1000s of new visits to Playonwords.com monthly, named a 20 Best Speech Therapy Blog
- Press releases highlighting new awardees and the ongoing language value of all PAL Winners

SPEAK THE LANGUAGE

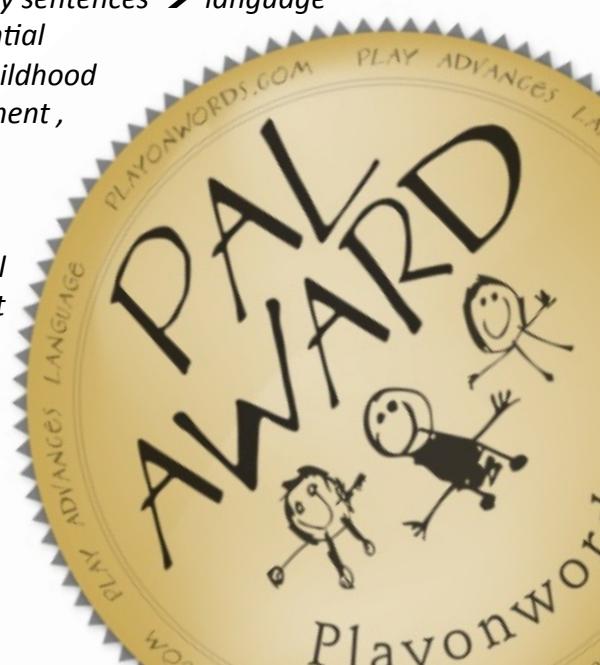
Winning a PAL Award reflects your product's potential for making an impact on a child's language development. This is important to our customers; this is important to us, and it's backed by developmental research:

- Babies are **learning machines** – in the first year many critical windows open and close
- Kids with the **highest IQs at three**, had the most words at one and two
- Language **learning is cumulative** – early words → early sentences → language
- Experiences **mold the brain** – early stimulation is essential
- Most kids maintain their **verbal advantage** through childhood
- While genes program the sequence of neural development, at every turn the **quality of development** is shaped by environmental factors ...**every touch, movement and emotion**...modifying the way a **child's brain is wired**
- An **early start at language** can't help but accelerate all of a child's emotional, **social and cognitive** development

Lisa Eliot, PhD, Harvard, Columbia University

Robert Owens, PhD, State University of NY, Geneseo

Dr. Elizabeth Wiig, Boston University



PAL Award Information Package

CONTENTS

1) Who is behind playonwords.com

Sherry Artemenko is a speech and language expert, therapist and Mom to three boys. She has a passion for helping parents and caregivers *find* and *use* toys, games and books that have the potential to strengthen children's language. Playonwords was founded to promote this vision.

2) What is the PAL Award

The PAL Award, "Play Advances Language," recognizes outstanding toys, games and books unique in encouraging speech development based on more than thirty years and 15,000+ therapy hours of insight as a leading language educator and expert.

3) How do I submit to win a PAL Award

Send one submission form per product along with **one** sample of your new product as indicated on the form that follows. There is no submission fee, \$0.

4) Media and Packaging License Agreement

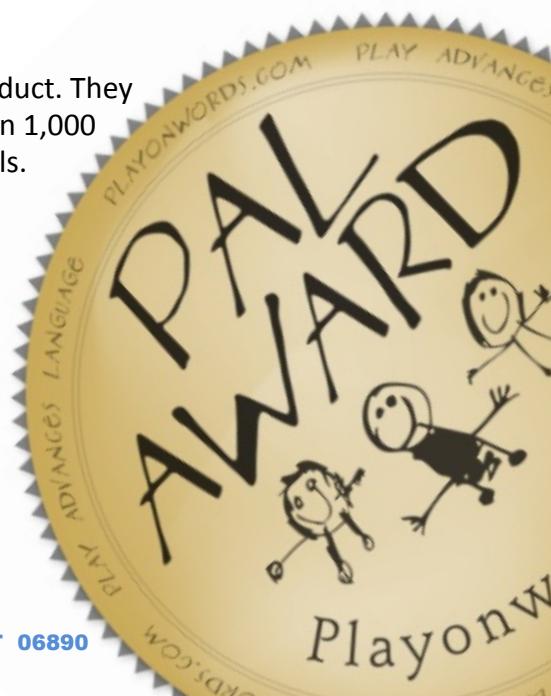
A one year \$200 license provides use of the PAL seal paired with a specific winning product on websites, on packaging and/or book covers, in television commercials, and print media (including on booths, banners and backdrops). A lifetime license is \$400.

5) PAL Award Sticker Order Form

Award stickers are available to affix to your winning product. They come in 1.0", 1.5" and 2.0" diameters and are available in 1,000 unit increments. See attached schedule for pricing details.

6) Simple Summary – PAL Award

On one page – what you need to know !





Who is behind playonwords.com

Sherry Artemenko MA , CCC - SLP

- Working with children for over thirty years
- Serving in school settings and private practice
- Advancing kid's speech and language
- Playing with kids daily
- Delivering 15,000+ hours of speech therapy
- Using language insight in toys, games, books
- Discerning exceptional PAL Award products
- Her blog #2 in "20 Best Speech Therapy Blogs"



Tapped as an expert

- NBC Connecticut TV
- News 12 Connecticut TV
- Chicago Tribune
- ASHASphere - American speech association blog
- Parenting.com and momtrends.com
- Lovethatmax.com
- Playonwords.com is an ASTRA Industry Blog

playonwords.com is :

- A credentialed source
- Focused on new offers
- Great toys → language!
- Highly selective
- Values innovation
- Passionate about play

"The highly selective PAL Award recognizes the language component in toys as a key development tool"

*Reyne Rice
Toy Trend Expert
Consultant*



"Sherry is an important guru in the world of kids' products. Her insights across a wide spectrum of child development issues run sharp and deep. In addition to her impressive media presence, she has a speech and language pathology background."

Andy Forrest, Principal



Disney Inventor of the Year

Credentialed professional, passionate parent and teacher, friend to kids

- BA and MA degrees in Communicative Disorders from Northwestern University School of Speech
- Licensed in Connecticut, Speech and Language Pathologist
- Licensed in US, Certified member of the American Speech Language Hearing Association (ASHA)
- ASHA Certificate of Clinical Competence

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What is the PAL Award

A Differentiator

Unique among toy awards — The only industry program directed by a credentialed speech and language therapist who recognizes great toys that facilitate language learning in children.

“You have the gift of seeing into the minds of young ones to know what will capture their attention for learning. As a former kindergarten teacher and new grandma, I find it all so helpful.”

Brenda Younger

All about kids

EARLY LANGUAGE PROFICIENCY CORRELATES WITH LATER PERFORMANCE IN SCHOOLS — reading, writing, and critical thinking skills—and influences emotional, cognitive and social growth. From a baby's first coo, a toddler's words, a preschooler's little sentences to storytelling, children progress in their ability to express feelings, successfully connect in social situations, solve problems, make good decisions and navigate life.

Meets parent's needs

“I'M CONSTANTLY WALKING INTO WELL-STOCKED PLAYROOMS DEVOID OF LANGUAGE TOYS. Parents want to know what toys and books draw language out of a child and specific research based tips on how to best use that toy,” explains Artemenko. “A train set without a conductor or passenger misses the opportunity for dialogue.” In addition to best speech science practices and creative play strategies, Artemenko identifies for parents the toys, games and books with superior “chat factor” for meaningful play.

Serves the industry

PAL AWARDS WILL BE ANNOUNCED THROUGH THE YEAR on playonwords.com's website, featuring unique reviews detailing helpful language strategies. Winning toys, games and books will distinguish themselves in a number of language development areas, for example: **opportunities** for kids to describe multi-sensory experiences, **scenarios** for open-ended play generating rich interaction and dialogue, and **inspiration** for creative story-telling and sharing.

A trusted source

ON-THE-FLOOR PLAY WITH KIDS PLUS 30+ YEARS OF EXPERIENCE in the schools and private practice empowers Artemenko's popular blog, playonwords.com, a trusted resource for parents, teachers, and toy manufacturers. She's a frequently quoted expert in various news outlets including the Chicago Tribune, NBC Connecticut TV, News12 Connecticut TV and a contributor to parenting.com, lovethatmax.com and ASHAsphere (The blog of the American Speech and Hearing Association).

Closes a gap

“I think it is great that you are providing this award. It fills a much needed gap.” *Rory O'Connor, The Creativity Hub Ltd., Creators of Rory's Story Cubes, Nominated for Toy of the Year 2011*





PAL Award Submission Form - Toys/Games/Books

✓ FORM CHECKLIST

- 1 - Only one product entry per form, include form with each product sent
- 2 - Provide all information and sign-off from authorized signator
- 3 - Send product to: **PAL Award, 888 Flintlock Rd., Southport, CT 06890**
- 4 - Email high res JPEG file of product image to sherry@playonwords.com
- 5 - Email questions to sherry@playonwords.com

PRODUCT

Product Name

Suggested Age

Release Date
(No earlier than 6/1 prior year)

Suggested Retail Price

Company Website

CONTACT

	Submitting Manufacturer / Publisher	Public Relations Representative
Name		
Title		
Company		
Address		
Phone		
Email		
If Awarded	<input type="checkbox"/> Contact Manufacturer / Publisher	<input type="checkbox"/> Contact PR Representative

TERMS

Entrant company certifies that all information submitted in this entry **form is true**, that each product submitted to playonwords.com complies with mandatory **safety standards** and agrees that playonwords.com has the **right to grant or not grant** awards at its discretion.

Entrant understands and agrees that playonwords.com assessment, review or grant of an award shall under no circumstances be deemed to constitute any opinion, representation, or **warranty** as to the safety of the products by any at playonwords.com, its officers, agents, and employees.

Entrant agrees to **indemnify, defend, and hold harmless** playonwords.com as well as all of its officers, agents, and employees, successors and assigns, from and against any and all Damages and Claims including but not limited to (a) those caused by products submitted to playonwords.com; and (b) claims, demands, causes of action, debts, liabilities, losses, or legal and other costs, however designated, that relate to the products Entrant has submitted to playonwords.com and/or any awards granted by playonwords.com to the Entrant.

Entrant certifies to playonwords.com that it owns all **intellectual property rights** in and to the product submission, and that the submission does not infringe upon any other party's intellectual property rights.

Under no circumstances shall playonwords.com be liable to any party on account of use of the products listed in this entry form. Such **limitation of liability** shall apply to prevent recovery of direct, indirect, incidental, consequential, special and exemplary damages, arising from any use of the products listed.

I certify that I have read and accepted these provisions and am **duly authorized to sign** on Entrant's behalf and bind the Entrant to these terms.

Signature	Title
Printed Name	Date



MEDIA AND PACKAGING LICENSE AGREEMENT TERMS

This Agreement is effective as of the date of execution below, by and between Play on Words, LLC ("PLAY ON WORDS"), and the undersigned ("LICENSEE") identified below,

WHEREAS, PLAY ON WORDS is the owner of the PAL Seal ("Seal") shown on or affixed to this Agreement, and

WHEREAS LICENSEE is desirous of using the Seal on or in connection with the Product of the Licensee identified below,

NOW, THEREFORE, in consideration of the foregoing the parties agree as follows:

1. Upon execution and receipt of a countersigned copy of this Agreement PLAY ON WORDS grants to LICENSEE a nonexclusive, nontransferable and non-assignable license to use the Seal on websites, on packaging and/or book covers, in television commercials, and print media (including on booths, banners and backdrops) showing, displaying or presenting the Product for the for the PERIOD and PRICE as specified in Paragraph 13 of this agreement, unless the Product is materially altered in any way, and LICENSEE accepts the license subject to the terms and conditions of this Agreement.
2. In the event the Product is materially altered in any way, this Agreement and the license granted herein will terminate immediately, and LICENSEE must cease all use of the Seal on or in connection with the Product. In the event that the Product is altered and/or modified in any way, LICENSEE agrees to notify PLAY ON WORDS of such alteration and submit to PLAY ON WORDS two (2) samples of the Product for determination by the PLAY ON WORDS as to whether the Product has been materially altered. If PLAY ON WORDS determines that the Product has been materially altered in any way, this Agreement and the license granted herein will be considered to be terminated as of the time that the Product was altered, and LICENSEE must cease all use of the Seal on or in connection with the Product. If PLAY ON WORDS determines that the Product has not been materially altered, PLAY ON WORDS will notify LICENSEE that the Product has not been materially altered, and the LICENSEE can continue to use the Seal under the terms and conditions of this Agreement.
3. LICENSEE agrees to only use the Seal in the form provided by PLAY ON WORDS and on websites, on packaging and/or book covers, in television commercials, and print media (including on booths, banners and backdrops) that show, display or present the Seal on or in connection with the Product in a manner that clearly associates the Seal with the Product for which this license has been granted. For example, but not limited thereto, if the Seal is used on a website of the LICENSEE the Seal and the Product must be displayed on the same webpage within the website. LICENSEE hereby agrees that the Seal will not be reproduced for use on any other product than the Product listed below. No alteration or modification of the artwork or the date of the Seal is allowed, and colors must be reproduced exactly as specified by PLAY ON WORDS. Notwithstanding the foregoing, LICENSEE may enlarge and/or reduce the Seal to its specification needs as long as the artwork and content of the Seal remain unaltered.
4. LICENSEE agrees to provide samples of the Product from time to time at the reasonable request of PLAY ON WORDS to allow PLAY ON WORDS to review the Product to ensure that the standard of quality of the Product is in accordance with standard of quality associated with the Seal. LICENSEE further agrees to provide samples of all materials bearing the Seal from time to time at the reasonable request of PLAY ON WORDS for review by PLAY ON WORDS.

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5. LICENSEE acknowledges the ownership of the Seal in PLAY ON WORDS, agrees that it will do nothing inconsistent with such ownership and that all use of the Seal by LICENSEE shall inure to the benefit of PLAY ON WORDS, and agrees to assist PLAY ON WORDS in recording this Agreement with appropriate government authorities. LICENSEE agrees that nothing in this Agreement shall give LICENSEE any right, title or interest in the Seal other than the right to use the Seal in accordance with this Agreement and LICENSEE agrees that it will not attack the title of PLAY ON WORDS to the Seal or attack the validity of this Agreement.

6. LICENSEE acknowledges and agrees that PLAY ON WORDS may bring legal action to protect its rights in relation to the use of the Seal. If PLAY ON WORDS takes legal action to protect its rights relating to the Seal, LICENSEE agrees to cooperate with PLAY ON WORDS in a reasonable manner as may be needed for the prosecution, advancement and/or resolution of such legal action.

7. LICENSEE agrees to defend, indemnify and hold harmless PLAY ON WORDS, and its respective officers, directors, employees, agents, successors and assigns from any and all claims, losses, demands, expenses (including court costs and reasonable attorney's, expert's and paralegal's fees) or actions based upon, arising from or relating to LICENSEE's use of the Seal, any transactions or activities between LICENSEE and PLAY ON WORDS or the Product, including but not limited to any claims, demands or actions based on patent, copyright, trade secret or other intellectual property rights or products liability, or based upon representations or statements made by LICENSEE or its agents, or other actions of LICENSEE or its agents, with respect to the Product. LICENSEE agrees to notify PLAY ON WORDS at such time as it is apprised of any third-party claim and agrees to cooperate in a reasonable manner with PLAY ON WORDS with respect to the defense and disposition of such claim.

8. It is expressly understood that nothing herein shall be construed to create any partnership, joint venture, or agency relationship between the parties hereto, and that LICENSEE is not granted authority under this Agreement to enter into agreements of any kind on behalf of PLAY ON WORDS, or to bind or obligate PLAY ON WORDS in any manner to any third party.

9. This Agreement shall be binding upon the parties hereto and shall insure to the benefit of their respective executors, administrators, heirs and successors in interest, provided that the LICENSEE may not assign this Agreement without prior written approval of PLAY ON WORDS.

10. It is agreed that this Agreement is to be interpreted according to the laws of the State of Connecticut, United States of America.

11. This Agreement constitutes the entire Agreement between the parties regarding the subject matter hereof, and merges and supersedes all prior and contemporaneous agreements and understandings of the parties whether oral or written regarding the subject matter hereof.

12. Upon termination of this Agreement LICENSEE agrees to immediately discontinue all use of the Seal, to cooperate with PLAY ON WORDS or its appointed agent to apply to the appropriate authorities to cancel recording of this Agreement from all government records, to destroy all printed material bearing the Seal, and that all rights in the Seal and the good will connected therewith shall remain property of the PLAY ON WORDS.

13. LICENSEE'S selection of PERIOD and PRICE for this AGREEMENT'S PAL winning product is immediately below. In the case of the One (1) year use option, this LICENSE will terminate One (1) year after the execution date of the AGREEMENT as witnessed below. A Lifetime LICENSE can be obtained by either (a) an extension executed after payment of the one-year use option or (b) an upfront payment for lifetime use as specified in the period and price table below. Only one single initialed selection is valid per this PAL winner MEDIA AND PACKAGING LICENSE AGREEMENT:

LICENSEE SELECT AND INITIAL	MEDIA LICENSE PERIOD	PRICE
<input type="checkbox"/> One Year Use ____ Initials	One (1) year from Agreement execution date for the PAL Winning Product, date and specific Winning Product identified below	\$200
<input type="checkbox"/> Lifetime Extension (After 1 Year) ____ Initials	Extension to a Lifetime license period for the PAL Winning Product for which a One (1) year agreement was previously executed	\$300
<input type="checkbox"/> Lifetime Use (Upfront Only) ____ Initials	For the Lifetime of the PAL Winning Product named below (for onetime upfront payment ONLY)	\$400

IN WITNESS WHEREOF, the parties have executed this Agreement on _____, 20__.

LICENSEE:	PLAY ON WORDS LLC:	Permanent Playonwords.com License Number
Signature _____ Print Name and Title _____ Company Name _____	PLAY ON WORDS LLC: _____ Sherry Artemenko - President Playonwords.com 888 Flintlock Road Southport, CT 06890-3044	_____ Issued upon counter-signature by Licenser

Licensed PAL Winning Product Name: _____ Product ID _____

Check #: _____

Please make payable to "Play on Words LLC"

Mail to: Play on Words LLC, 888 Flintlock Road, Southport, CT 06890-3044

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PAL Award Sticker Order Form

✓ FORM CHECKLIST

- 1 - Minimum sticker order is 1,000 in increments of whole thousands
- 2 - Either mail to: **PAL Award, 888 Flintlock Road, Southport, CT**
- 3 - Or Email completed form to sherry@playonwords.com
- 4 - QUESTIONS, please Email sherry@playonwords.com
- 5 - Please make checks payable to "PLAY ON WORDS LLC"

WINNER

PAL Winner Product Names

,000

Order Quantity (minimum of 1,000)

□ 1.0 inch □ 1.5 inch □ 2.0 inch

Diameter Seal (Check one)

SHIPPING

PRICING *

Quantity	1.0 inch	1.5 inch	2.0 inch
1,000	\$120	\$130	\$140
5,000	\$380	\$480	\$560
10,000	\$560	\$680	\$790
25,000	\$930	\$1130	\$1320
50,000	\$1860	\$2260	\$2640
100,000	\$3720	\$4520	\$5280
200,000	\$7440	\$8640	\$9990

* Prices subject to final confirmation by Playonwords LLC

PAYMENT

TOTAL DUE

Item	Subtotals
Stickers (Table)	\$
+6.35% CT Tax	\$
+ \$ 15 Shipping	\$ 15.00
	\$
<i>TOTAL DUE</i>	<i>\$</i>

SPECIAL INSTRUCTIONS

Signature



2012 Playonwords.com PAL Award

THE PLAYONWORDS.COM "PAL" AWARD (PLAY ADVANCES LANGUAGE) is the *only* toy industry award program, led by a credentialed speech and language expert, that recognizes the language learning edge in exceptional toys, games and books. Through their design, quality, and character, these PAL winning products engender play that advances language. Winners spark fun and creative play with lots of talk. PAL recognition, based on Sherry Artemenko's 35 years of child development experience and over 15,000 hours working with kids, is complemented by her unique reviews explaining how parents can best use winning products.

Industry praise for the PAL Award

- *"Sherry Artemenko is an important guru in the world of kids' products. Her insights across a wide spectrum of child development issues run sharp and deep. In addition to her impressive media presence, she has a speech and language pathology background."*

Andy Forrest, Principal at Forrest-Pruzan Creative, a "Disney Inventor of the Year"

- *"I think it is great that you are providing this award. It fills a much needed gap."*

Rory O'Connor, The Creativity Hub Ltd. Creators of Rory's Story Cubes, nominated for Toy of the Year 2011

"I'm constantly walking into well-stocked playrooms devoid of language toys - Parents want to know what toys and books draw language out of a child and specific research based tips on how to best use that toy," explains Artemenko. "A train set without a conductor or passenger misses the opportunity for dialogue." In addition to best speech science practices and creative play strategies, Artemenko identifies for parents the toys, games and books with superior "chat factor" for meaningful play.

Early language proficiency correlates with later performance in school - reading, writing, and critical thinking skills—and influences emotional, cognitive and social growth. From a baby's first coo, a toddler's words, a preschooler's little sentences to storytelling, children progress in their ability to express feelings, successfully connect in social situations, solve problems, make good decisions and navigate life.

PAL Awards winners are promoted throughout the year

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- Tapped as an expert in the news media including the Chicago Tribune, parenting.com and *Mom Trends*
- Guest blogger, American Speech & Hearing Association's *ASHAsphere*, sharing tips on using PAL winning products
- Referenced speech expert on unique parenting sites such as *Love That Max*, focused on kids with special needs
- Playonwords.com's website announces PAL winners and provides unique educational reviews
- 1000s of new visits to Playonwords.com monthly, named a 20 Best Speech Therapy Blog by *Online Education Db*
- Press releases highlighting new awardees and the ongoing language development edge of all PAL Winners

PAL award submission process

- Download a submission form at www.playonwords.com. There is no submission fee, \$0.
- Eligible toys, games and books are those released after June, 2011.
- Send one submission form per product along with **one** sample of your new product to →
- PAL's selection process is unique in that Sherry heads the toy testing teams of parents, educators and kids, based on her expertise working, consulting and directly playing with kids and families.
- License fee for each winner's PAL Seal for Web, packaging, in catalogues and at events: \$200 yr. / \$400 lifetime.
- Samples are not returned nor are all submitters awarded. Playonwords.com gives samples to toy tester families and charities serving needy moms and children. Product feedback is provided via separate service arrangements.
- Questions? Email sherry@playonwords.com

PAL AWARD
888 Flintlock Rd.
Southport CT
06890-3044