



Now Airing On Public Television Stations, Safety4Kids Announces The Launch Of SeeMore's™ Playhouse A First-of-Its Kind Pre-School Television Series Focusing On Safety And Well-Being

For Immediate Release

STAMFORD, Conn./EWorldWire/Oct. 18, 2006 --- An award-winning, first-of-its-kind pre-school television series designed to engage and entertain children while teaching them the basics of safety and well-being has been launched on PBS Stations nationwide. Starring "SeeMore The Safety Seal" and targeting kids ages two to six, the television series is comprised of thirteen 28-minute episodes which were created by utilizing a unique blend of puppetry, animation and live action, as well as catchy, original sing-along music. SeeMore's Playhouse (www.seemoresplayhouse.com), presents a colorful world full of lovable characters, irresistible music and laugh-out-loud fun that conveys to children the importance of safety, health and wellness. Each episode has an original storyline, which teaches children about a particular safety, health or lifestyle issue. These issues are explored in an imaginative way that both entertains and empowers young kids. Storylines focus on important topics, including guidelines for fire, car, bicycle and water safety. The program also promotes healthy living through nutrition and exercise.

Michele McDonough, executive producer of SeeMore's Playhouse, said, "With more than 15 years' experience in the film and television industry, I am thrilled and honored to be able to help create children's programming that both entertains and educates. It was my goal when I joined the S4K team to create a show that is unique through its combination of well-developed, lovable characters living in a beautiful, magical environment enhanced by upbeat, sing-along music. The results of our focus groups reveal that we have accomplished our goal of teaching important safety messages to children through entertainment. Parents have provided us with great feedback suggesting how happy they are to hear their children singing the songs and repeating the safety messages that were presented in each of the episodes."

Co-executive producer and King Features Syndicate Creative Director Frank Caruso added, "When we began working with S4K (Safety4Kids) in the development of SeeMore's Playhouse, we took care to develop characters that would move seamlessly from screen to playtime. We wanted to create simple, cartoon-like puppets with fun, zany and compassionate personalities that would appeal to kids. Kids love drawing cartoons, and I wanted them to have fun drawing the characters of SeeMore's Playhouse."

Tom Blair, president of Safety4Kids, said, "S4K is the first global, integrated media brand to focus its content solely on child safety and well-being. S4K believes it will reach a large audience of pre-school aged children who will become immediate fans of SeeMore the Safety Seal and all his friends. SeeMore's Playhouse will provide children a safe space of their own, featuring a colorful blend of puppet characters and animation, which we refer to as 'Puppetmation.' The program also features original music developed by S4K, which reinforces the safety messages, along with storylines that are both hilarious and educational for kids. We're proud to have a team of widely respected advisors led by Shalom 'Sholly' Fisch, Ph.D., Dr. Alan Langlieb M.D., M.P.H., M.B.A., and Dr. Sheryl Brown Graves, Ph.D., who are recognized in their field and bring a wealth of knowledge in delivering appropriate messaging to children in television media," Blair added.

About Safety4Kids and S4K Entertainment

S4K Entertainment is the television production division of Safety4Kids, the world's premiere Children's Entertainment Company focused entirely on Children's Safety and Wellness. The company specializes in producing quality home-based entertainment and other related products designed to help children develop safe, healthy, social skills and habits. The Stamford, Connecticut-based company is responsible for producing

the television series, SEEMORE'S PLAYHOUSE, and the home video series, THE ADVENTURES OF SEEMORE AND FRIENDS.

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