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KID REPORTERS DESCEND ON CES IN SEARCH OF  
NEWEST GREEN TECHNOLOGY

*At CES, kid reporters from KidsCom.com to interview corporate executives about their newest digital devices to aid them in their “green” reporting.*

(Las Vegas, NV -- January 8, 2009) At the Consumer Electronics Show, kids in the role of KidsCom.com Idea Seeker News Network Reporters will be reporting about the latest technology items that will help them continue to spread the news about going green and saving the planet and its animals. Kids will be walking the floor interviewing companies about their newest digital devices looking for “green” devices to help them continue to report on “going green” in a more environmentally friendly manner. Kids will then take what they learn at CES back to the Idea Seeker Universe virtual world at KidsCom.com and report their findings to the 1.7 million registered users.

“After 15 years of creating fun learning for families, we knew that social networking in a virtual world setting would be a great delivery channel for kids and parents,” explained Jori Clarke, CEO & Founder of Circle 1 Network, the parent company of the virtual world for tweens [www.kidscom.com](http://www.kidscom.com). “What we didn’t expect until we started to hear back from parents was that our going green game play was also having the added benefit of saving them money at home as kids changed family behaviors to improve energy efficiency.”

Jori Clarke is speaking at the Kids@Play Summit on Friday, January 9<sup>th</sup>. Her session is titled “Social Networking: It’s in Their DNA.”

The Idea Seeker News Network kid reports will be the latest in a series of events where KidsCom.com partners with other companies and organizations to get families using digital devices like cameras, laptops and hand-held GPS units to learn and share in the virtual world and real world. One such partnership is with The Field Museum where kids can visit The Virtual Field Museum at KidsCom.com to learn about and help animals threatened by habitat destruction. Dr. Larry Heaney of Chicago’s Field Museum sums it up nicely, “We need to be aware that the choices we all make on how we use resources have an impact on the planet and animals around us. While one child doing one small thing can feel like it won’t matter, a small action repeated by many people can add up to make a big difference.”

About KidsCom.com – For 15 years KidsCom.com has been the place for families from over 200 countries around the world to know their children will Play Smart, Stay Safe, Have Fun™. It offers kids and tweens the opportunity to “game green” and their parents to “save green”. We encourage kids to take what they learn by gaming in our Idea Seeker

Universe virtual world to become an ambassador of change in the real world. On KidsCom.com, kids learn about important issues such as global climate change, character education and healthcare as they customize their own avatar characters; safely practice social networking skills and team up with old friends and meet new ones from around the world to play and learn. KidsCom.com is published by Circle 1 Network, LLC.

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