

March, 2000

**ParentWatch Builds Up Technology, Marketing And Business Development
With Key Hires Company Announces \$10 Million In Financing**

NEW YORK--(BUSINESS WIRE)--March 22, 2000--ParentWatch, the industry leader in providing Internet viewing and online childcare services, today announced the appointments of Hamilton (Toby) Smith as Chief Information Officer, Rick Pulling as Vice President of Sales and Marketing and Heather Sabatier as Director of Business Development.

Smith joins from Ameritech, Inc. where he headed up product management and IT development in their customer care and cellular business departments. Leveraging his extensive high-level technology experience, Smith will oversee all technology initiatives at ParentWatch, including development of next-generation video, e-commerce platforms, community sites and knowledge management systems.

Pulling joins from Otis Elevator Company, where he was the Regional New Equipment, Sales and Construction Manager. He brings his years of experience in marketing, branding and advertising to ParentWatch, where he will be responsible for overseeing development and planning for the sales and marketing team. Sabatier was previously a management consultant at PricewaterhouseCoopers. She is now charged with developing and implementing new lines of business for the company.

"Our ability to remain at the forefront of this industry is directly related to the quality of our staff. Toby, Rick and Heather are all industry pros and will contribute enormously to our continued success," said ParentWatch President and CEO Adam Aronson.

Additionally, ParentWatch announced \$10 million in series B financing led by Arcadia Partners and numerous private investors. Proceeds from this round of financing will be used to fund both the launch of the company's B2C and B2B efforts and its advertising and marketing efforts. "Finding quality people in this economy is a very difficult task and these new additions are strong testimony to the strength of ParentWatch's business," said Liam Donohue of Arcadia Partners. "We believe that ParentWatch is going to become the leader in Web-based childcare solutions and we are looking forward to helping them reach their goals."

Prior to coming aboard with ParentWatch, Smith worked with Ameritech for 6 years doing high-level technology management and development. Before that, Smith was responsible for information systems management during a 13-year period with AT&T in their communication services department. He holds an MBA from George Washington University and a BA in Mathematics and Computer Science from the University of Richmond.

Prior to joining ParentWatch, Pulling worked 17 years with Otis Elevator Company doing operational analysis, construction management, sales and product management. Before that, Pulling was a management consultant for PriceWaterhouse. He holds both a BS and MS in Industrial Engineering from Lehigh University.

Sabatier joins from PricewaterhouseCoopers, where she specialized in healthcare operational management and business process reengineering. Previously, Sabatier

managed the Bridgeport Health Care Center, a 300 bed chronic and convalescent nursing home in Connecticut. She holds an MBA from Northwestern University's Kellogg Graduate School of Management and a BA in East Asian Studies from Columbia University.

About ParentWatch

New York-based ParentWatch keeps families connected by allowing parents to view live video images of their children in childcare centers at www.parentwatch.com. With over 150 centers offering video images over its highly secure Internet connection, ParentWatch is the leader in the Internet viewing space. Through its Community Site, ParentWatch further connects parents with their children's lives by offering access to center events, lunch menus, Email to the director, and class schedules specific to each childcare center. ParentWatch is empowering childcare centers by offering all of its services and hardware free of charge to centers. Childcare centers using ParentWatch benefit from increased efficiency, better communication with parents, and one stop shopping for supplies with significant discounts. President and CEO Adam Aronson founded ParentWatch in 1998 to enable parents to take a greater role in their children's care and schooling.