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ParentWatch Announces Exclusive Partnership with ChildTime Learning Centers

First Ever Alliance between National Child Care
Chain and Internet Viewing Provider

New York (September, 1999) — ParentWatch, the premier parent resource Web site that allows parents to view live video images of their children at participating child care centers, today announced a new investment partner, ChildTime Learning Centers, Inc. (NASDAQ: CTIM).

The New York-based ParentWatch has been offering video links to child care centers and schools via the Internet since 1998, and is now the country's leading provider of this service. ParentWatch technology systems provide high quality video images over a highly secure Internet connection, allowing parents and other family members to view live video images of their children from their computers at work, from home, or while traveling, via the ParentWatch Web site (www.parentwatch.com).

As part of its new partnership agreement, ParentWatch video links will expand to 50 ChildTime Learning Centers starting November 1, 1999, further establishing the company as the largest provider of Internet viewing to the child care industry.

"ChildTime is a quality, nationally-recognized leader in its field whose expertise perfectly complements the unique services provided by ParentWatch," states Adam Aronson, President and CEO of ParentWatch. "We are very pleased to be part of such an important strategic alliance, the first of its kind in this rapidly developing new industry."

Headquartered in Farmington Hills, Michigan, ChildTime is the fifth largest child care provider in the nation. With over 270 day care centers nationwide, ChildTime centers offer a highly regarded developmental approach to child care which emphasizes learning through play. States Harold Lewis, CEO of ChildTime, "Providing a high quality, safe and secure environment for children has always been our number one priority. This type of partnership allows us to provide an elite type of child care service, one that enables us to further meet the demands of today's families, while championing the cause of childhood safety and care."

ParentWatch has been met with overwhelming enthusiasm by parents and child care providers because of its ability to connect families. Information on the services provided by ParentWatch can be found on its Web site, (www.parentwatch.com).

This innovative Web site provides parents with a direct link to the particular day care center where their child is enrolled, offering them a video image, as well as other interactive opportunities with the center.

The ParentWatch Web site also features a comprehensive resource center for parents and child care providers which offers up-to-date content articles on a variety of child-related topics, links with complimentary Web sites, and on-line shopping. Additional information on the ParentWatch Web site will be forthcoming to members of the media.