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ParentWatch Expands Executive Team

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NEW YORK--(BUSINESS WIRE)—August 1, 2000— ParentWatch, the industry leader in Internet viewing and online child care services, today announced the appointment of Raymond E. Newton as COO, Samuel Shaffer as Vice President of Marketing, and Monis Rahman as Vice President of Technology. The new executives will provide ParentWatch with leadership, expertise and strategic vision as it aggressively expands its business and taps the \$35 billion child care market.

"ParentWatch is experiencing phenomenal growth both internally and externally," said Adam Aronson, Chairman and CEO of ParentWatch. "By appointing Sam, Ray, and Monis, we can ensure that we maintain market leadership, provide the child care industry with the services they require, and improve both our internal and external operations. We are all extremely excited to have these new executives on our team."

Last month, ParentWatch announced that it has raised more than \$20 million in funding to date. The company also recently acquired eDaycare.com Inc., a leading application service provider (ASP) for the child care industry. ParentWatch has more than 100 employees with offices in New York and Silicon Valley.

Ray Newton, COO

Newton, who has more than 17 years of senior management experience in the technology and consumer markets, is responsible for providing strategic corporate vision and overseeing all of ParentWatch's internal and external business operations.

Prior to joining ParentWatch, Newton was Vice President, Manufacturing for AMSCAN Holdings Inc. (a Goldman Sachs Company) where he had P & L and leadership responsibility for all domestic manufacture for a \$300 million private party goods company across seven plants in the U.S. and Mexico. Additionally, he led the company's supply chain strategic planning with joint responsibility for \$40 million of purchased items.

Before joining AMSCAN, he was Vice President, Operations for the Dixie Division of Fort James Corporation, responsible for all planning, logistics, business development, strategic planning and category team product supply support for a \$900 million business. Prior to that, Newton was Director of Product Supply, Dixie Tabletop Category. He holds a Bachelor of Science in industrial engineering from the University of Oklahoma.

Sam Shaffer, Vice President of Marketing

Shaffer brings more than a decade of marketing experience to ParentWatch and has been charged with overseeing all marketing initiatives and working with the business development team in creating and implementing new strategies.

Shaffer developed his marketing expertise at corporations such as Bain & Company, JP Morgan and Coach Leatherware. In his most recent position as Marketing Director for Knoll Inc., he was responsible for the profitability of a \$200 million product line and spearheading its marketing strategies. Additionally, Shaffer contributed to the expansion of Knoll's brand awareness by developing their innovative Web site content.

Before joining Knoll, Shaffer worked for Black and Decker as a product manager where he supervised all worldwide promotions and new product development for one of their multimillion-dollar business divisions. Prior to that, Shaffer

was an assistant product manager at Coach Leatherware. He holds an MBA from Harvard Business School and a Bachelor of Arts from Yale University.

Monis Rahman, Vice President of Technology

Rahman, who has more than 10 years of experience in Internet technology and the child care industry, is responsible for the development of ParentWatch's online services and features and managing its technology team on the West Coast.

Prior to joining ParentWatch, he was Co-founder and CTO of eDaycare.com Inc, a leading ASP for the child care industry that was acquired by ParentWatch in July 2000. Before founding eDaycare, Rahman was CEO of Crestech Corporation, a technology consulting firm. He previously held management positions at various Silicon Valley companies including Intel Corporation and holds several patents for his innovative work. Rahman has a bachelor of science in Computer Engineering from the University of Wisconsin - Madison, and completed graduate coursework at Stanford University

About ParentWatch

ParentWatch (www.parentwatch.com) provides the most comprehensive Internet solution for the \$35 billion child care industry. The company keeps families connected by allowing parents to view live video images of their children in child care centers and access center-specific information such as schedules, lunch menus and more through its Community Site. ParentWatch offers child care programs the services they need to grow their businesses, operate more efficiently and communicate better with parents and children. Chairman and CEO Adam Aronson founded ParentWatch in 1998 to enable parents to take a greater role in their children's care and schooling. ParentWatch is headquartered in New York, with offices in Silicon Valley.