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**ParentWatch, Leading Provider of Internet Viewing to Child Care Centers,
Launches Complete Parenting Resource Web Site**

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 the launch of an expanded Web site. For the first time, Internet viewing will be complemented by extensive parenting information, online shopping opportunities, and customizable child care center community features. Using one Web site (www.parentwatch.com) parents will now be able to see their child playing in the classroom, read articles authored by Harvard Medical School staff members, shop for child-related products, and communicate with their child care center via Email, bulletin board, or chat room.

"ParentWatch is committed to providing consumers with the highest level of child care related services on the Internet," states Adam Aronson, President and CEO of ParentWatch. "As the leading provider of Internet viewing, we are uniquely positioned to create a new type of Web site resource center, one that will deliver Internet viewing, community, information, goods, and services to parents everywhere."

Designed for easy access, the ParentWatch Web site offers a wealth of child related services. By clicking onto the "Parenting" link, consumers will find the latest information on General Parenting, Pediatrics and Child Psychology. The "Community Network" provides a unique opportunity for subscribing parents to share advice, compare notes and receive support, 24 hours a day. Parents will also be able to click onto the "Shopping" link which provides a convenient way to purchase top name brands on everything from nursery basics and car seats, to clothing and keepsakes.

A key component of the Web site remains the child care center viewing feature. By clicking onto the "Centers" link, registered parents have the opportunity to view live video images of their child in the center or school, using a private password. The newly expanded Web site will provide parents and day care centers with even more interactive opportunities. Starting this fall, parents will be able to receive e-mail from their child's school, interact with parents, teachers, and child care experts via private chat rooms, question and answer sessions, and bulletin boards, and even participate in the planning of their child's day-to-day activities.

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, with exclusivity in over 350 centers. The launch of the ParentWatch state-of-the-art Web site follows the company's announcement last week of a joint venture with Childtime Learning Centers, the nation's fifth largest child care provider.

"The newly expanded ParentWatch Web site offers a wonderful opportunity for parents to stay in touch with their children and with other parents, regardless of where they are," explains Aronson. "Rather than feeling removed from the important, day-to-day experiences of your child, the ParentWatch Web site offers a revolutionary new way to stay connected with your child, your care provider, and other parents."