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ParentWatch Announces \$10 Million in Funding

Additional Capital to Allow Nation's Largest Online Child Care Services Provider to Launch Next Development Phase

NEW YORK, NY, Nov. 1, 2000 – ParentWatch, the largest provider of online child care services in the nation, today announced the closing of \$10 million in financing from Oak Street Investments, L.P. ParentWatch will use the funding to support the expansion of their business, focusing on the development of new technologies and services for the child care industry and the deployment of Internet viewing services into additional vertical markets. Since its founding in 1998, ParentWatch has raised over \$30 million which has fueled its leadership position in the child care industry with over 2,000 child care center customers.

The new funding will enable ParentWatch to increase its technology team to develop new services for the child care industry such as sourcing discount goods, online fundraising, and management tools. In addition, ParentWatch plans to extend the success of its proven video technology into new markets. To develop and launch these initiatives, ParentWatch is hiring additional technology and deployment staff, while reducing some staff in non-technology areas.

“We are proud of the relationships we’ve built with child care centers across the country and how they have enabled us to build widespread interest in the use of Internet video viewing,” said ParentWatch Chairman and CEO Adam Aronson. “This new funding will allow us to offer additional technology services to our centers and take the proven concept into other relevant industries that are already demanding online viewing capabilities.”

New York-based ParentWatch has been offering video links to child care centers and schools via the Internet since 1998. In addition to the video service and the Community Site, ParentWatch features a comprehensive resource center for parents and child care providers that offers up-to-date articles on a variety of child-related topics, links with complementary Web sites and online shopping.

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.

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