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ParentWatch – Keeping Families Connected

*Premier Parent Resource Provides Internet Viewing to
Child Care Centers and other Web Services*

New York (October, 1999) — Ask any parent and they'll tell you the same thing. Parenthood is the best job in the world, but potentially one of the most overwhelming! That's why parents need to know about an important resource, one that's easily available and exceptionally helpful. It's called **ParentWatch** and it can be found on the Web at www.parentwatch.com.

ParentWatch is unlike any other Web site, because it offers unique services that can help parents successfully navigate through the awesome demands of parenthood. A key component of the Web site is the ParentWatch child care center viewing feature. This innovative feature allows subscribing parents to log onto the site of their child's day care center and receive live video images of their child. Parents can actually watch their child as he or she goes about their day, and even interact on daily decision making.

But ParentWatch is much more than an Internet viewing service. It also serves as a premium resource center for all parents, providing them with extensive parenting information, online shopping opportunities and a 24 hour community network where they can meet other parents, compare notes and gather advice. For today's busy parents this type of easy-to-use service is an invaluable way to stay updated.

The attached press information provides further details on ParentWatch, as well as news on recent developments including the expansion of the ParentWatch Web site, as well as a joint venture with ChildTime, the nation's fifth largest child care provider.