



Super Readers Save the Day...Online!

***Super WHY!* Announces Exciting New Literacy-Powered Website on PBS KIDS® At pbskids.org/superwhy**

***Fun, Interactive Online Destination Helps Kids Learn to Read,
Inspired by "Super" Lessons from Groundbreaking New Series***

New York, NY, October 11, 2007 -It's Super Readers to the rescue on the World Wide Web when *Super WHY!*, the innovative and learning-rich new animated series on PBS KIDS, takes off online with its brand-new, action-packed website at pbskids.org/superwhy! The engaging, entertaining and educational site reinforces the learning and extends the super-sized fun kids and caregivers have watching *Super WHY!* on PBS member stations nationwide.

The *Super WHY!* online destination matches the exuberance of the show with a wealth of research-based literacy games and activities to keep the *Super WHY!* experience going strong at home and show preschoolers that reading is power. The site is designed to captivate children, families and teachers alike, as it takes a page from the TV series' breakthrough interactive approach to reading education, classic fairytales with an innovative preschool twist and colorful and empowering young heroes. The newly-launched site has already received a prestigious Adobe Site of the Day Award, which recognizes websites for their strong visual designs and superior functionalities.

Among the cool features, young visitors will find full-streaming video of the first episode; interactive character-driven games such as Alpha Pig's Alpha-Bricks (where building keeps the Big Bad Wolf at bay); or Princess Presto's Create-Your-Own-Superhero (where a little spelling magic enables kids to personalize their own superheroes); an introduction to all of the fairytale friends - kids can help their favorite characters transform into Super Readers; and all sorts of fabulous "Super Stuff," including adorable printables as well as "rocking" music videos and clips from the show. The "Super Readers Challenge" invites

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participants to practice key reading skills and to earn special printable certificates through engaging alphabet, words, spelling and reading challenges. Visitors can even take a colorful online tour of Storybrook Village, home to all of their fairytale friends!

In addition to the wealth of kids' interactive content, is a robust Parents and Teachers interface where caregivers and educators can find the latest information on the ***Super WHY!*** television series and website, and access ***Super WHY!*** activities, events and more! Visitors to the new ***Super WHY!*** site also can sign up for quarterly ***Super WHY!*** Club newsletters and podcast feeds, and parents and teachers will find a collection of reading resources and recommended reading and viewing tips. Special online sections offer exciting activities and lesson plans that extend the adventure and learning from each ***Super WHY!*** episode into the home and classroom. In addition, fans can visit iTunes to download the first two full episodes and get ***Super WHY!*** to go!

"Through ***Super WHY!***, we want to inspire preschoolers to develop a lifelong love of reading and books," said Angela C. Santomero, Creator of the new series, and of preschool classic *Blue's Clues*. "The new website is a perfect extension of the show's mission. It invites kids and families to embrace the fun of learning and take the lessons from ***Super WHY!*** with them beyond the television set."

"The ***Super WHY!*** website was created with the same commitment to excellence that we bring to all of our work," said Samantha Freeman Alpert, Executive Producer of the series. "Out of the Blue develops breakthrough, dynamic, fun and timely educational entertainment offerings for kids, families, caregivers and teachers and we are thrilled that the online companion to the ***Super WHY!*** television series will further the reading adventures presented in the show."

Reading is power and ***Super WHY!*** is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. The program and website represents a unique approach to preschool educational entertainment, featuring a team of superhero characters with literacy-based powers, who jump into books to look for answers to everyday problems. The home viewer and site user is the superhero sidekick, who is encouraged and empowered to participate in the reading adventure by playing research-based literacy games. The site was produced by **Out of the Blue** and web developer **Smashing Ideas Inc.**

About Out of the Blue Enterprises

Out of the Blue Enterprises is dedicated to developing a groundbreaking portfolio of individually-targeted children's entertainment properties under the direction of a proven management team led by Co-Founders Angela C. Santomero, M.A. Developmental Psychology from Teachers College, Columbia University and a Creator of the preschool entertainment phenomenon, *Blue's Clues*, and Samantha Freeman, MBA from Harvard Business School and a children's entertainment industry and marketing veteran. The company creates breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, publishing and consumer products. In doing so, Out of the Blue stimulates the minds of kids and families, involves them in fresh and original ways and elevates their educational entertainment experiences to a whole new level.

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About PBS KIDS and PBS KIDS GO!

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, are committed to providing the highest quality non-commercial content and learning environment for children across the country. Providing age-appropriate, diverse programming for kids, PBS KIDS and PBS KIDS GO! programs consistently earn more prestigious awards than any other broadcast or cable network. Only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. With additional PBS resources to complement its programming, including PBS KIDS online (pbskids.org), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (pbs.org/teachers), PBS Ready To Learn services and literacy events across the country, PBS is providing the tools necessary for positive child development. PBS is a nonprofit media enterprise owned and operated by the nation's 355 public television stations, serving nearly 73 million people each week and reaching 99% of American homes.

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***Soar onto Super WHY! at pbskids.org/superwhy
For art and more information visit pbs.org/pressroom***

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