



PBS LAUNCHES FIRST APP FOR ANDROID PLATFORM

SUPER WHY App Takes Preschoolers on Interactive Storybook Adventures to Build Key Literacy Skills

Arlington, VA – April 29, 2011 – PBS today launches the [SUPER WHY App for Android™](#), [the first application for the Android platform](#) from the nation’s number one educational media brand for children.¹ The [SUPER WHY App](#), which helps kids build critical literacy skills through immersive and entertaining storybook adventures, is based on the [award-winning hit preschool series](#) from Out of the Blue Enterprises. The app, which debuted on other mobile platforms last year, is now available for smartphones operating on Android 2.1 and above.

“With more than 2 million downloads of PBS apps to date, there is significant interest in PBS content on mobile devices,” said [Jason Seiken, Senior Vice President, Interactive, PBS](#). “Having experienced such a positive response in the mobile apps arena so far, it was important for us to extend the reach of our high quality, engaging content to the Android platform.”

Focused on addressing the need for high quality educational apps on mobile platforms, PBS continues to expand its mobile app offerings in an effort to provide learning opportunities for children wherever and whenever they engage with media. According to a recent [comScore report](#), Android claims a 33 percent share of the smartphone market, jumping to the #1 position.

“Our goal is to be where kids are, and we know that they are interacting with Android devices,” said [Lesli Rotenberg, Senior Vice President, Children’s Media, PBS](#). “Research has shown that the SUPER WHY App can lead to gains in key preschool literacy skills, including letter identification, vocabulary and rhyming, so we are really excited to offer it to a new set of families through the Android platform.”²

The SUPER WHY App for Android helps children achieve the power to read with four fun SUPER WHY interactive literacy games in addition to a colorful virtual sticker book. Young learners can play along with each of the four main characters from the PBS KIDS series: Alpha Pig, Princess Presto, Wonder Red, and, of course, Super Why, while practicing the alphabet, rhyming, spelling, writing and reading.

The SUPER WHY App for Android is available for a list price of \$2.99 in the new [Amazon Appstore](#) for Android.

To learn more about PBS KIDS apps, visit [PBSKIDS.org/mobile](#).

Images of the SUPER WHY App for Android can be found on [PBS PressRoom](#).

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About PBS

[PBS](#), with its nearly 360 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches 124 million people through television and 20 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front-row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, [pbskids.org](#), are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at [pbs.org](#), one of the leading dot-org websites on the Internet, or by following [PBS on Twitter](#), [Facebook](#) or through our apps for mobile devices. Specific program information and updates for press are available at [pbs.org/pressroom](#) or by following [PBSPressroom on Twitter](#).

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 former Nickelodeon entertainment executive with extensive children's marketing experience. 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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¹Source: ORC's CARAVAN, March 2011.

²Source: Chiong, C., & Shuler, C. (2010). *Learning: Is there an app for that? Investigations of young children's usage and learning with mobile devices and apps*. New York: The Joan Ganz Cooney Center at Sesame Workshop.