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Contact: Nina Stern/Ann Schwarz
Nina Stern Public Relations
Tel.: 818.990.9242
nstern@nsternpr.com
aschwarz@nsternpr.com

ZULAWORLD.COM™ – A THRILLING VIRTUAL ENVIRONMENT FOR KIDS DEVELOPED IN COLLABORATION WITH IBM – BLASTING OFF NOW ON COMPUTER SCREENS EVERYWHERE!

BURBANK, CA, June 9, 2009 – Fire up your rockets and fasten your safety-belts! It's time to blast off with ZulaWorld.com™, an incredible new online destination where kids ages six and older, along with their peers, parents and teachers, can spend hours exploring the Galaxies in fun and challenging ways. From racing around Saturn's rings while playing the Bumper Spaceships Game, to riding a skateboard at Greater Crater Planetary Park, ZulaWorld.com™ offers out-of-this-world entertainment that encourages discovery and excitement. Visit the site at: www.zulaworld.com.

ZulaWorld.com™ was developed in collaboration with IBM by the creators of *The Zula Patrol*, the 2008 Parents Choice Award-winning TV series whose colorful alien characters and intriguing science-based content have won legions of fans. *The Zula Patrol* airs Saturday mornings on NBC as part of the qubo programming block and weekdays and weekends on public television stations.

"ZulaWorld.com™ is an amazing virtual environment that's a perfect blend of adventure and learning," said Dr. Deborah Manchester, creator of *The Zula Patrol*. "Since we first began developing our television series, our goal has been to inspire young kids' natural curiosity about science so they become inquisitive lifelong learners. IBM has been the ideal collaborator to extend our mission by working with us to create one of the most entertaining, content-rich kids' sites available today."

Inside ZulaWorld.com™, users create their own avatar, fly their own spaceship, and make intriguing discoveries about how things work as they explore the cosmos. "Fun" is the operative word as kids team up with their peers, parents and teachers to problem solve, play games, and immerse themselves in a community that includes traveling to other planets and will be ever-expanding with new activities. The creative, technical and educational team which developed ZulaWorld.com has designed all the games to engage kids while at the same time promoting critical thinking skills. By collaborating with IBM Research, many of these features have been made possible through the Emerging Business Opportunity (EBO) program with IBM's Virtual World Administration software tools for the creation of ZulaWorld.com and for ongoing site management.

A map of the main sites on ZulaWorld.com™, and a snapshot of activities on them, includes:

Zulapolis
Play Larvi's Trash Game to learn about recycling and caring for the environment.
Count your "Zlinkles" (coins earned from game-playing) while improving math skills.

Greater Crater Planetary Park
Rebuild the park's playground equipment while learning about core mechanical principles.
Create a skateboard and let your character ride on it to discover Newton's Laws.

Ice Station Zula
Experiment with temperatures and different states of matter.
Beat the Sun in a downhill sledding race to learn how heat affects melting snow.

Venus
Capture a cloud in a jar for a look at weather patterns on other planets.
Explore possible volcanoes on Venus.

Multopedia
Use this handy interactive reference tool to view, listen to or read more about literacy, science and math concepts presented on ZulaWorld.com™.

Mole Game
Catch cute moles as they fall from the sky, learning about gravity, mass and other core concepts.

Bumper Spaceships Game
Race around the rings of the planets in your spaceship and discover what the rings are made of, the nature of gravitational pull, and the principles of mass/weight and their effect on movement.

Recognizing the importance of social interaction versus solitary play, the developers of ZulaWorld.com™ have designed the site to offer a high degree of team play for kids, parents and educators. To allow this, ZulaWorld.com™ has been built around proven concepts of protecting children in online environments.

Basic levels of gameplay are available for free for visitors to the site. A subscription to ZulaWorld.com™ unlocks many more levels of exciting activity. Subscriptions rates are: $5.99, one month; $29.99, six months; and $49.99, one year.

About Zula USA, LLC
Zula USA, LLC produces a package of entertaining, educational products that are designed to provide science education and reading literacy for children in pre-school through third grade – a group for whom early exposure and intervention has proven most effective. Zula's comprehensive program addresses the national call for science literacy education among pre-kindergarten and early elementary students, providing a critical foundation in understanding core concepts and content. The television series, website, classroom curriculum and other supporting materials provide science education and character-building lessons in an entertaining format that encourages whole family participation while also offering a diverse approach to learning styles. The expert team of educators, writers, scientists, and media specialists works to ensure that Zula delivers a dynamic, focused, fun learning experience for children to learn about the world around them. For more information, please visit: www.zula.com.

About IBM
IBM is in the forefront in exploring virtual worlds. Hundreds of IBM researchers, consultants, and developers are developing and providing new ways of learning, collaborating and doing business in virtual worlds. IBM is helping clients to develop their virtual world strategies, and is providing them with solutions and services that enable adopters to better collaborate. In addition, IBM is leading an initiative to help improve compatibility between disparate virtual worlds. Internally, IBM uses virtual worlds to conduct research, host events, and to acclimate new employees. For more information, please visit ibm.com.