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FOR IMMEDIATE RELEASE

Kudos continue as Club Penguin marks one-year anniversary

Kelowna, British Columbia –Just one year after it launched, Club Penguin (www.clubpenguin.com) continues to reach new milestones of success and garner kudos for the quality of its product and its work in improving Internet safety for kids.

The popular website that allows children to play games and chat in one of the safest online environments to date was recently chosen by Children's Technology Review (CTR) to receive its coveted Editor's Choice Award.

CTR is an independent monthly survey that reviews children's technology products from professional educators' perspectives.

In a recent review of Club Penguin, CTR awarded the site 4.5 stars out of 5, saying, "The experience is social and easy to play, and it offers a variety of informal learning opportunities. As a language experience, the program gets children busily typing with others, and there are a variety of games that require logical thinking and strategy. All in all, this is a noteworthy service."

"It's gratifying to receive such a high rating from a publication that is a trusted source for unbiased and credible reviews of technology products aimed specifically at children," says Lane Merrifield of Club Penguin. "Our sole focus at Club Penguin is the safety and enjoyment of our young users and we really value the support of other organizations that display a similarly strong commitment to children and families."

Since Club Penguin launched its virtual world populated by colorful, animated penguins in October 2005, it's experienced a rapid growth in popularity and reputation.

In March 2006, Club Penguin made its debut on Miniclip.com, the world's largest website dedicated to playing online games. A month later, Club Penguin was the number one game on the site, a position it has maintained ever since.

With concerns about online safety for children at an all time high, Club Penguin has also garnered favourable reviews for its commitment to protecting its young users.

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Thanks to a sophisticated filtering system and the presence of live moderators who monitor what's going on in the world and deal with any reports of misconduct, Club Penguin offers unprecedented peace of mind for parents. It also adheres to a strict privacy policy and includes no advertising.

"Although advertising certainly has its place in the world of adults, I don't think it belongs on a site dedicated to children," says Merrifield, a father of two. "I wouldn't let my child watch an hour of advertising on TV. So why would I on the web?"

Club Penguin recently partnered with NetSmartz Workshop, a leading educational safety resource that teaches children and teens how to stay safer on the Internet.

The site was also selected by the Better Business Bureau's *BBB OnLine* program to receive its Kid's Privacy Seal of Approval, a respected designation currently held by less than a dozen other companies in the world.

Club Penguin is designed for 6-14-year-olds but is open to children of all ages. Although the site is funded by subscriptions, you don't have to be a paying member to visit or play games.

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