



Mad Science Group® Launches First-Ever Science Social Network for Kids
Innovative social platform powered by Everloop provides breakthrough online experience with science

(October 14, 2010) - The Mad Science Group® launched the Mad Science Kids Club (<http://www.madsciencekidsclub.com>) powered by Everloop, becoming the first-ever science social network platform created specifically for kids.

A “virtual science playground,” the Mad Science Kids Club offers children a unique science-based platform for connecting, exploring and learning with their peers online through the company’s signature science enrichment programs. Mad Science Kids Club offers members applications including:

- **Lab Rat:** A panel of experts answers kids real science questions
- **Science Zone:** Offers kids and parents fun, do-at-home science experiments
- **Brain Busters:** Brain teasers, puzzles, and optical illusions
- **Around the Word:** An online kids book club

In addition, the Mad Science Kids Club gives kids a rich array of social media features including real-time communications: Instant Messaging (IM); email; Voice over Internet Protocol (VoIP), a Skype™-like application for kids; a friend post stream where kids can share their favorite content including videos, music, and photos; a robust game arcade, and much more.

“We are so thrilled to launch the Mad Science Kids Club, furthering our mission to spark children’s imagination and provide them with a tangible, fun and highly interactive way to extend their experience with science outside of the classroom” said Kathy Muloin, President of The Mad Science Group. “We are pleased to partner with Everloop in this effort - a full-featured, expressive platform known for its expertise in online safety for kids - so we can offer parents a fun, and safe, social medium for their children that also promotes science enrichment.”

The Mad Science Kids Club is powered by Everloop’s COPPA-compliant Private Label solution, which provides partners with fun features designed for kids and an unprecedented level of privacy protection for its sites and users. Parents can also monitor their child’s online activities through the parental control dashboard.

“The Mad Science Kids Club is the perfect partner for Everloop, as it joins two of the most important features parents seek in a social platform for kids: educational value and safety,” said Everloop CEO, Hilary DeCesare. “We are excited to be on board with Mad Science and contribute to creating a secure and interactive environment for this revolutionary science platform.”

About The Mad Science Group®

Mad Science® is the world's leading science enrichment provider sparking the imagination and curiosity of children around the world. With live performances in schools, camps, homes, theme parks, and performing arts centers, The Mad Science Group® has developed over 200 hours of original content, with thousands of unique interactive experiences! The company delivers its brand of fun science through an extensive network of 200+ locations in 29 countries; two award-winning children's science-based magazines, KNOW and Yes Mag; and through its own award-winning, large-venue touring production unit, Mad Science Productions®. For more information, visit www.madscience.org.

About Everloop

Everloop's mission is to give tweens a protected space where they can connect with friends they know, express themselves, play games, collaborate on projects and discover talents. Everloop's social loop, a loop of safety around kids' connections, introduces state-of-the-art privacy protection and monitoring, keeping tweens from sharing more than they should with people outside their approved loops. Everloop offers a Private Label option to the brands that tweens love and other unique partner content designed to tween interests. For more information, visit www.everloop.com.