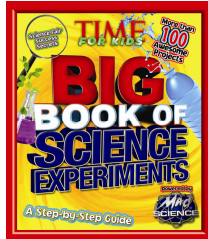




PRESS RELEASE

**MAD SCIENCE AND TIME FOR KIDS PRESENT:
*Big Book of Science Experiments***



Montreal, QC, Thursday December 1st, 2011 – Mad Science and TIME For Kids are delighted to present you with the ***Big Book of Science Experiments***, which is a 192-page, full-color hardcover book that presents fresh and fascinating experiments for kids 8 to 12 to wrap their heads (and hands) around. Books can be purchased from retailers throughout the United States and Canada as well as www.timeforkids.com/science.

The intriguing experiments in ***Big Book of Science Experiments*** were created by experts at Mad Science. The book features over 100 experiments with clear and colorful step-by-step directions, helping children to easily follow the procedure and tips on how each experiment could be used in a science fair. This new book is aligned with the school science curriculum and shows kids how simple experiments can help them better understand the world around them and covers aspects of physical, life and earth science.

Sharon King, Project Development Manager at the Mad Science Group said: "Parents and kids often ask us for help with their science fair projects. The Time for Kids Big Book of Science is a wealth of ideas for great projects on a variety of science themes. It is a great way to open the door to science on a Saturday afternoon at home - you'll be amazed how engaged in learning kids become when they are using science tools and asking questions about the world around them!"

The ***Big Book of Science Experiments*** is the must-have book for any kid with an interest in science or a science fair coming up!

About Mad Science

Mad Science is on a mission to spark the imagination and curiosity of children everywhere. We provide fun, interactive, educational programs that instill a clear understanding of what science is really about and how it affects the world around us. Visit www.madscience.org to find a location near you!

About TIME For Kids

TIME For Kids is a weekly classroom news magazine that motivates kids to read! Issues cover a wide range of real-world topics kids love to learn about. A powerful teaching tool, TIME For Kids builds reading and writing skills and is easily integrated across your curriculum, including social studies, science and math.

Visit www.timeforkids.com/ for more information.