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FOR IMMEDIATE RELEASE:

**Carlsbad Company Earns Top National Toy Awards:
 Top 10 Best Audio Visual Product for 2007 and Award of Excellence for Educational DVD**

Carlsbad, CA – October 29, 2007: Steps4Kids, LLC announced that its 1 hour instructional handwriting DVD for children “**Steps4Kids® to Write Their ABCs**” received top national awards: “**Dr. Toy’s 10 Best Audio Visual Products for 2007,**” “**Dr. Toy’s 100 Best Children’s Products for 2007,**” and “**The Toy Man™ 5 Star Award of Excellence**” as well as **The Toy Man™ Seal of Approval**. The company joins the ranks of other past award winning companies including Alex Toys, Chicco, Floam and Hasbro/Milton Bradley, and Lego Systems.

The Dr. Toy awards program, developed by noted child development authority Stevanne Auerbach, Ph.D. a/k/a/ “Dr. Toy” (Director of the Institute for Childhood Resources in San Francisco and author of 15 books), considers submissions from companies around the world. “Children learn best through play,” says Dr. Auerbach, “and these smart toys and products encourage children to maximize their potential.” “Dr. Toy’s 100 Best Products’ were carefully chosen from among thousands that she had reviewed at toy fairs, catalogs and through many other sources.” (See Dr. Toy press release: http://www.drtoy.org/news/2007_3_press_release.html)



The ChildSafe International Corporation, also an international product evaluation company, selected the **Steps4Kids® to Write Their ABCs** DVD for its Toy Man™ 5 Star award recognition, Seal of Approval and 2007 Toy Man™ Product Guide because, “Steps4Kids has given learning a whole new spin ... and has been carefully authored to deliver nothing but the very best combination of audio, visual and tactile stimulation to the brain,” said The Toy Man’s product evaluation



specialist Rev. James G.S. Fisher (a former elementary school teacher). “It is a powerful must-have product with high product ratings,” he continued. (See: <http://www.thetoymanonline.com> - click “press release” for general information, or “juvenile products” for full review of the DVD).

Steps4Kids® was founded in 2005 by education advocate and attorney Lucile Lynch and occupational therapist Harmony Pyper. Released in July of 2007, the company’s first commercial DVD “**Steps4Kids® to Write Their ABCs**” uses visual modeling, considered by many studies to be the most effective teaching method. Real footage set to soothing music shows children:



how to write upper and lowercase letters on lined paper, provides steps on how to hold a pencil correctly, uses colorful graphics to help with lower and uppercase letter recognition, introduces the letter sounds of most consonants and vowels, and also reinforces the letter sounds through the use of over 100 reading “sight” words to help with emerging literacy skills. The DVD additionally offers tips to help children avoid letter reversals and provides information on how to get free colored writing templates to help with writing practice.

“I believe all children are capable of learning. We as adults sometimes just need to learn how to teach them,” says Lynch who created the prototype to help her son diagnosed with cerebral palsy learn to write.

“This DVD provides both visual and auditory support and can be used not only in the classroom but also at home or wherever a DVD video player is available so that any child can practice at his or her own pace. With a price of under 20 dollars, it is one of the most affordable and comprehensive instructional handwriting tools available today.” “Recognition by Dr. Toy and The Toy Man will help us help others. We are very thankful.”

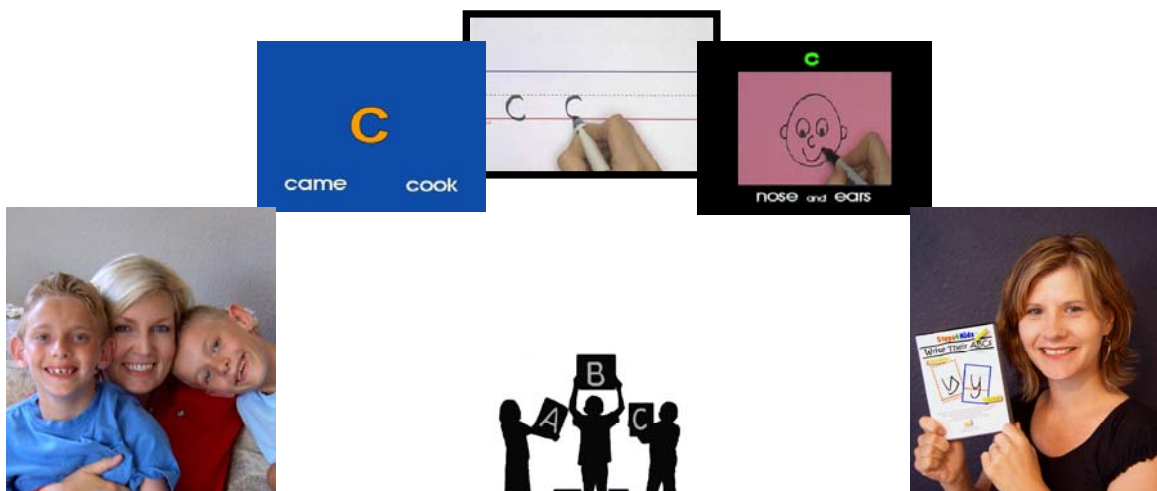
Lynch teamed up with Pyper because of Pyper’s extensive experience in working with children to help them write in both the school and private therapy settings. Pyper, who has taught children to write for more than 10 years, emphasized that consistency in teaching and building on similar strokes is key for mastery of letter writing. “Our DVD enables a child to see the correct formation of the letters and the placement of the letters on lined paper. It even provides a separate track for adults with tips on how to recognize and correct

common writing problems typically seen in the context of pencil grips and posture. To help keep children engaged and to make it fun, we intersperse breaks throughout the DVD to show children how to draw using the letters.”

Lynch, a UCLA graduate, has been recognized for her efforts on behalf of children by the North Coastal Consortium for Special Education (NCCSE), and has served on both the Encinitas Union School District’s Futuring Committee for Special Education and as an Executive board member of the Community Advisory Committee for NCCSE. Pyper was awarded a Maternal Child Health grant to attend the #1 ranked USC Occupational Therapy graduate program for leadership training in pediatrics. She also has advanced training in sensory integration, feeding and early childhood development.

The **Steps4Kids**® handwriting DVD is currently available on-line at: <http://www.steps4kids.com>, and is listed in **Dr. Toy’s on-line 2007 Holiday Gift Guide** and in the on-line **Toy Man™ 2007 Product Guide**.

Sample Sequence with drawing break – lowercase letter “c”



Lucile Lynch with her sons Connor and Chase, her inspirations

Occupational Therapist Harmony Pyper

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