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NEWS RELEASE

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FOR IMMEDIATE RELEASE

ethiKids, inc. Launches Website and Products to Address Declining Ethics in Children

Kids want help from adults as they face a daunting array of challenging social dilemmas, but lectures only scare them away. ethiKids, inc. introduces an approach to keeping character conversations open during the formative pre-teen years.

On December 17th, 2007 ethiKids, inc. launched its website, ethiKids.com, to create a community of parents, educators and mentors sharing ideas and challenges related to values and skills development. Its first product, "what's the deal?" a tween and teen prep kit, is also available. This set of discussion cards involves children in addressing the many ethical dilemmas faced by two fictional characters, Fiona and Luke. The characters are fictional, but the situations and how children deal with them are not. These discussions provide adults with opportunities to partner with children rather than lecture them, as they find values-based solutions. As importantly, it provides children with a platform where they can safely discuss what's going on for and around them.

"Our goal is to respond to the growing toxicity of children's social environment by making it easy for adults to stay involved and help children do the right thing. Character development is important, but it can still be fun." said Susan Adam, CEO of ethiKids. Founded in 2007, ethiKids conducted extensive

focus groups, product tests and interviews to develop a new approach that appeals to children as much as it does to the adults in their lives. “Our website is a place to connect, for parents and teachers to find helpful tools and resources and for children to exercise their character muscles with online activities. We really encourage idea sharing. If we all work together we can begin to make a difference.”

ethikids’ approach is unique and specific for today’s challenges. “The vast majority of the materials available today address one value at a time, like friendship is good because ...,” Ms. Adam continued. “At ethiKids we recognize that the real challenge is when values are pitted against one another as they so often are in real life. Can you imagine how hard it must be for a 10 year-old to worry about expulsion from his peer group if he tells his parents the truth about a situation? We need to find a way to stay connected as kids face these character-defining moments.”

ethiKids is currently working with schools, social service agencies, parenting groups and homeschoolers to introduce this new approach. To learn more or to contact them directly, go to <http://www.ethikids.com>.

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