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FOR IMMEDIATE RELEASE

JEFFREY SNETIKER SIGNS ON WITH WHYVILLE Former SVP at Neopets Joins Whyville's Advisory Board

(Los Angeles, CA)—Whyville (www.whyville.net), the leading edu-tainment virtual world for children and young teenagers (ages 8-15), today announced the appointment of Jeffrey Snetiker to its Board of Advisors. Snetiker brings to the table twenty five years of business development and finance experience in the Internet, entertainment and media industry. He previously served as Senior Vice President of Corporate Development and Strategic Planning for Neopets, Inc., the MTV Networks Group-owned youth oriented website.

“We are absolutely thrilled to be working with Jeff,” says Jay Goss, Chief Operating Officer of Whyville. “Whyville is undergoing a period of rapid growth and development and Jeff’s extensive experience in the space of youth-oriented websites and his qualities as a visionary will prove invaluable in refining and executing our roadmap for Whyville’s development in the short and long run.”

At Neopets, Snetiker was responsible for Business & Corporate Development, Strategic Planning, Capital Funding, Investor Relations and furthering Neopets’ immersive advertising programs. Snetiker played a leading role in facilitating the sale of Neopets to MTV Networks Group (Viacom).

Prior to Neopets, Snetiker took Talk City public (IPO July 1999) as its SVP, Chief Financial and Administrative Officer. Snetiker has also held a number of senior level finance positions for Paramount Pictures, Group W Productions, Reeves Communications and United Paramount Network.

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Jeff Snetiker Joins Whyville.net

Page Two of Two

With almost 3 million users and 35 million pages views a month, Whyville is the leading edu-tainment virtual world for kids and young teens (8 to 15). Created by CalTech scientists and based on the principles of interactivity and inquiry-based learning, the virtual community offers kids and teenagers a range of fun edu-games pertaining to math, science, technology, history and archeology. Whyville also offers kids and teenagers a safe place to chat, socialize and recreate thanks to its various levels of built-in security. The activities inside Whyville are sponsored by world class entities such as NASA, Disney, the Woods Hole Oceanographic Institution, the JP Getty Trust (Getty Museum), University of Texas, and the School Nutrition Association. In September, Whyville also received an OMMA Award for its popular edu-tising campaign with Toyota/Scion.

“I am very happy to be joining Whyville,” says Jeff Snetiker. “Whyville offers an extremely high quality experience to its users and is hands-down the leading site of its kind. I am happy to contribute my expertise to bring the edu-gaming sphere to new heights. Users and sponsors will be seeing a lot of very innovative developments within Whyville over the next year.”

About Whyville.net

Whyville.net is the leading edu-tainment virtual world for boys and girls, ages 8 to 15. For eight years, the site has successfully created an environment that engages children to learn while having fun. Inside Whyville, “citizens” learn & play, socialize & recreate, govern & earn, write & design, eat & dance, and much, much more. Numedeon, Inc., Whyville’s parent company, develops virtual worlds that promote learning through interactivity and engagement. Numedeon was founded by Caltech scientists possessing research and practical experience with inquiry-based, constructivist pedagogy dictating that people learn best when actively engaged.
