



For Immediate Release:

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## **CELL PHONE SERVICE IS "POPPING" UP AT WHYVILLE.NET**

### **Longest-Running Virtual World for Tweens Partners With kajeet™ To Offer Fun, Customizable Chat Functionality To Its Citizens**

(Pasadena, CA - April, 2007) – How does a hip cell phone designed for tweens offer service within a thriving and social virtual world? Fun and customizable chat bubbles! [Whyville.net](http://www.Whyville.net), the longest-running virtual world for tweens, has partnered with kajeet, the first pay-as-you-go cell phone service for 8 to 12-year-olds, to allow its community of over 2 million citizens the chance to create their own chat bubbles and easily connect with their friends.

Chatting is one of the most popular features in Whyville, so citizens have jumped at the chance to customize their experience and creatively express their personalities to their online friends. Approximately 40,000 have already visited the “kajeet Chat Factory” in the Whyville mall during the first two weeks of its grand opening, and 14,000 have used their virtual money, called clams, to purchase and design their chat bubbles by choosing the color, border and dialogue style. Additionally, kajeet is offering an online Friend Finder service that allows a citizen to contact another with a personal invitation to meet and hang out at a cool Whyville destination.

“Partnering with Whyville makes sense to us for a lot of reasons, as we’re both companies that respect kids, believe strongly in educating them about technology and that look to them to help create the products they’re using” said Daniel Neal, CEO and founder of kajeet. “Fundamentally, kajeet and Whyville are empowering kids to communicate with each other in new and exciting ways online, just as our cell phone service allows them to do so offline.”

In addition to the customization, Whyville and kajeet have designed safe tools within their respective products to allow tweens to integrate technology into their daily lives safely. For example, Whyville requires all new citizens to wait three days before chatting with others online, as well as has a chat license requirement. Even the names of each company reflect their dedication to tweens: kajeet is an anagram of the founders' children's names, while Whyville is named for its founding principle that asking *why* is a necessity of learning.

Cell Phone Service is Popping Up at Whyville.net

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“We know tweens and, to a tween, being connected is a top priority,” said Jay Goss, Chief Operating Officer of Whyville's parent company, Numedeon, Inc. “Now with this partnership with kajeet, tweens can not only be connected in Whyville, they can also personalize their experience. It is the best of everything for a tween.”

Swivel Media, kajeet's interactive marketing agency, organized the partnership after recognizing that both companies share similar ideals about what today's tweens desire from products: the ability to make it all their own.

### **About Whyville**

Whyville.com is a purposeful virtual world for boys and girls, who are no longer children, but not quite yet full-fledged teenagers (namely "tweens" ages 8 to 15). As the first virtual world for kids, for eight years Whyville has successfully created an environment that engages its vested "citizens" to learn about life, while having fun. Whyville provides its users with a constructive virtual world experience that is social, educational, recreational, safe and, above all, entertaining. For sponsors like Toyota, NASA, the School Nutrition Association, Whyville enables organizations to *be on the inside* of the virtual world, providing them with a means by which they can have a truly interactive audience with this hard-to-reach demographic. Numedeon, the parent company of Whyville, was created by scientists from the California Institute of Technology who combined research expertise in neuroscience with education experience to conceive of an innovative way to harness the power of the Internet for the purpose of engagement and real learning. In addition to its flagship property, Numedeon has developed a number of virtual worlds using its proprietary technology.

### **About kajeet™**

Founded in 2003, kajeet may be based in Bethesda, MD, but kids are the center of its universe. kajeet is the pay-as-you-go cell phone service made from a kid's point of view, a new word for a new world of mobile entertainment, customization and communication. And for parents, kajeet alleviates the worries of getting kid a cell phone with no contracts, no surprise overages and no expiring minutes. Oh, and no buzzwords. No kidding. kajeet and kids: use it for talking, use it for texting, use it for sharing, use it for playing ... use it for good.™ [www.kajeet.com](http://www.kajeet.com)

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