



For Immediate Release

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NUMEDEON LAUNCHES NEW SUBSCRIPTION PREMIUM SERVICES IN WHYVILLE

Numedeon's "PEARLS" prepaid micro-payment allowance system teaches children to responsibly manage money and virtual pets as well

(Pasadena, CA – Nov. 24, 2008) – The leading virtual world for children, Whyville has introduced a new premium subscription service, through which users can redeem purchased 'Pearls' for virtual objects, real products and in-world benefits. The Pearls system was launched in concert with the ability of Whyville's users to own virtual 'WhyPets'.

Reflecting the unique educational focus of Whyville, both Pearls and WhyPets are designed to promote learning about responsible behavior. The Pearl system is modeled as a monthly allowance system in which children manage a budget, making decisions about where and how to spend or save their Pearls. If they elect to buy a WhyPet they are responsible for keeping their pets healthy, which requires both feeding and exercising their virtual pets. In addition, a unique feature of Whyville's virtual pets is their ability to be trained to respond to commands. Just like real world pets, WhyPets require food, attention and training to remain healthy, happy and obedient. If pushed too hard or deprived of food, WhyPets grow exhausted, rebellious, and even depressed: when treated properly, they remain loyal and eager to please and are happy to show off the tricks they know.

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Several other children's virtual worlds, including Neopets, Habbo and Club Penguin allow their young users to own pets. But Whyville is the first virtual world for children where the pets can be trained. Using innovative artificial intelligence technology, WhyPets learn to associate actions with chat phrases and rewards, just like pets in real life. Kids train their pets with personalized commands that must be repeated and practiced over time. Patience and stick-to-itiveness are rewarded as WhyPets grow increasingly more responsive and learn to perform a greater variety of tricks.

“Only two weeks after launching WhyPets, we can see that our kids love their new virtual companions,” says Dr. Jennifer Sun, one of Whyville's founders. “They aren't just feeding and dressing up their pets. They are enjoying the discovery of how to train their pets and what it takes to keep them healthy and happy.”

“We believe that the Pearls System balances the economic necessities of maintaining a viable company with our company's commitment to educating children,” says Dr. James Bower, Whyville's founder and chairman of the board of Numedeon Inc. “Our children understand that Whyville needs to raise money to prosper, and, at the same time, they appreciate our ongoing efforts to provide new, unusual and interesting ways for them to interact in our virtual world.”

About Whyville

Whyville.com is the premiere educational virtual world for children. For nine years, the site has successfully created an environment that engages its "citizens" to learn about life, while having fun. In Whyville, kids play, engage with activities, earn currency, socialize, learn, design, eat, dance, govern and much more. For sponsors, Whyville enables organizations to **be on the inside** of the virtual world, providing them with the means to truly interact with the hard-to-reach demographic of 8 to 15 year olds. Numedeon, the parent company of Whyville, was created by scientists from the California Institute of Technology who combined research expertise in learning and education with advanced simulation and virtual world technology to harness the power of the Internet to engage young users. At greater than 30 minutes per log in, Whyville is

WHYVILLE.NET PEARLS AND PETS

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the stickiest and most engaging of all virtual worlds (ComScore Media Metrics). Launched in April of 1999, Whyville.net was the first virtual world for children, and now has more than 4.3 million registered accounts. A testament to Whyville's dedication to education and safety, the site has won numerous media and parent awards, including a 2008 Gold Award for the National Parenting Publications Awards (NAPPA) Children's Products Competition.