

Atlanta-based CWK Network's *Connect with Kids* Wins Three Parents' Choice Awards

March, 2005. . .Atlanta, GA: CWK Network, Inc., the parent company that produces the Emmy® award-winning *Connect with Kids* television series, received three 2005 Parents' Choice Silver Awards for its programs *Shattered* (about drinking and driving); *Invisible Weapons* (bullying, harassing, "mean girls") and *Mirror, Mirror* (body image obsession).

Parents' Choice is the only non-profit consumer guide to children's media. CWK Network's programs were selected for their helpful parenting messages, high-quality broadcast production, and innovative, reality-based content.

Since 1978, the Parents' Choice Awards program has established the benchmarks of achievement in children's media. Consumers trust the organization's unbiased award system, and the press turns to Parents' Choice for credible recommendations.

Less than 15% of the programs submitted to the Parents' Choice Awards program receive an award, which emphasizes the quality and prestige of the achievement.

Founded in 1998, CWK Network, Inc. produces the Emmy® award-winning *Connect with Kids* television series. These half-hour specials are shown on the top network-affiliated stations across the country, reaching 65 percent of U.S. households. CWK Network has also developed more than 120 multimedia programs used in elementary, middle and high schools across the country, as well as consumer programs for parents. The parent programs of *Shattered*, *Invisible Weapons* and *Mirror, Mirror* were honored with the Silver Parents' Choice Awards this year. They are available for 19.95 at www.connectwithkids.com/store, under Home Videos.

All of the *Connect with Kids* programs have one focus: improving the lives of children and along the way, helping parents become better parents.

For more information, visit www.connectwithkids.com, or call 1-888-598-KIDS (5437).

###