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FOR IMMEDIATE RELEASE

KARITO KIDS OPENS HER WORLD, HER MIND, HER HEART THROUGH PLAY

Los Angeles, CA (April 19, 2007)—Children have always wanted to save the world (and goodness knows, right now it could use a bit of saving.) Enter a very new kind of toy maker, KidsGive, Inc., with a fun way for kids to become globally aware and participate in helping other children around the world.



KidsGive introduces Karito Kids®, a new line of international dolls and books that makes a difference. The new line was met with great enthusiasm at Toy Fair in February, and retailers are lining up for launches and promotions for the company's July/August launch. An extremely limited preview order of the line will be available then, with a larger supplemental order coming to retailers in September. Karito Kids anticipates selling out of the first shipment very quickly. Everyone who has seen the dolls and galley of one

of the books, and heard about the charity aspects and online games that will amplify the play value has exclaimed over the "wow" factor of Karito Kids.

"This is such an amazing concept that is backed by a quality product," said actress and mother Brooke Shields, who saw a sneak preview of the line. "It reaches the hearts of parents, delivering a message and a much-needed global connection for our kids. As a parent, I am all for that."

Karito Kids is beginning its late summer launch with five dolls, each with a "DaVinci Code" style part fact, part fiction hard back book. The dolls are 21 inches tall (a bit taller than other play dolls in this category), fashioned to look like an 11-year-old girl, have a 2/3 vinyl, 1/3 soft middle body that makes them easy to play with but also easy to dress in fashions with a low neckline or straps without ugly seams in the doll's body showing, and are ethnically correct (unlike many play doll companies, KidsGive did not simply pour brown plastic into a white doll mold. They hired an experienced and renowned doll sculptor to start from scratch with all five faces). The first five dolls are:



Pita Doll
from Mexico
City



LuLu Doll
from
Nairobi



Gia Doll
from
Florence



Wan Ling Doll
From Shanghai



Zoe Doll from
New York

The dolls are targeted to children ages 6 and up, and the doll and book packages have a retail price of \$99.99. The books are written at a 5th grade reading level and feature interesting facts about each doll's culture. The dolls are purposely dressed in contemporary fashions, not traditional ethnic costumes, exemplifying how kids in each of these countries dress today.

With the ethnically diverse Karito Kids, any child can now have a play date with kids from all over the globe. “Giving each doll a highly realistic look celebrates the unique beauty inherent in each ethnic group,” says KidsGive CEO Laura Rangel. “The brand line represents a modern-day way of life in each country and culture, providing today’s view of events, values and fashion that shape each generation.” Adds COO Lisa Steen Proctor, “Our Karito Kids come to life through beautifully made dolls, fun adventure books, and a whole range of interchangeable clothing and accessories.”

The experience is about building a bridge of cross-cultural understanding that all kids – no matter where they live or what color their skin – are fundamentally similar. And yet in many places around the globe, it is a struggle for children to get a meal each day, have a safe place to call home, or go to school in peace.

"Karito Kids is unlike any other toy I know of today," said Julie Moran, of Entertainment Tonight fame and also a mom. "It gives my girls the ability to have fun and learn about other cultures and ethnicities empowering them to make a difference. The dolls are beautiful, the books are engaging and the outfits are trendy without being too much."

Through the purchase of any Karito Kids product, a percentage of the sales price will be donated to Plan USA, a worldwide children’s charity. By entering a unique code that is found on every product at karitokids.com, children will be able to select one of the four charitable causes (growing up healthy, learning, habitat or livelihood) to which the donation will be directed on their behalf. The single quality that makes Karito Kids stand apart from its competition is the interactive activation process which uniquely brings the child into the actual process of giving to, and understanding the development of, children’s humanitarian projects around the world.

Dave Davis, CTO, points out, “We are not aware of any other toy company that has combined the purchase of a product that has a traditional play pattern with an innovative interactive online charitable component in the way KidsGive does.”

As children read the books and become engaged in the story of their doll, they can play interactive games on the website. Only, this time, when they rack up “points,” the points are called “world change.” That’s a play on the word for money, because the points are converted to real money donations that the child, again, directs to Plan’s charity for kids, so it also a play on the fact that kids literally are playing to change the world. It’s a win-win!

Laura Rangel sums it up, “From the beginning, everyone involved in KidsGive agreed that kids want to give, they just need to know where. They want to help; they just need to know who. And kids want to save the world; they just need to know how. We feel that Karito Kids offers a fun way to empower them to accomplish these noble goals.”

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KidsGive is a manufacturer of dolls and books that is redefining corporate social responsibility by developing an interesting and unique concept that directly brings the child into the actual process of giving to, and understanding the development of, children’s humanitarian projects around the world. By donating a percentage of the retail price of all Karito Kids™ products to support children’s charity Plan USA, KidsGive’s goal is to teach a generation of children what charitable giving really means.

Karito [ˈka-ree`-toe] *noun*.

Etymology: from the constructed international language, Esperanto, a universal second language created to foster peace and international understanding.

1: charity, 2: love of one’s neighbor