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**KARITO KIDS® HEARS SONG OF PRAISE,
"OH, YOU BEAUTIFUL DOLLS"
FROM IPARENTING MEDIA AWARDS**

***Karito Kids® Dolls Receive Five 2007 iParenting
Media Outstanding Products Awards***

Los Angeles, CA (August 23, 2007) – When the judges at iParenting Media began singing "Oh, You Beautiful Doll," they had to make it plural to include the entire line of Karito Kids® dolls and books. They also had to expand the meaning of beautiful. Because not only are these international dolls physically beautiful, but the books are beautifully written and the overall concept of using dolls to teach charity and ethnic diversity is beautiful beyond compare.

Here's what some of the iParenting reviewers said were the positive characteristics of the Karito Kids Dolls and Books:

Karito Kids Dolls & Books – KidsGive - Karito Kids is a new line of international dolls and books that makes a difference. When children play with the 21" dolls and read their part-fact, part-fiction books they'll learn about how girls in other countries live. When each doll and book is purchased, the child will enter a special activation code onto the website, which allows the child to donate 3 percent of the purchase price to children's charity Plan USA. Finally, they can play interactive games on the website, and the virtual currency they win converts to real money by KidsGive in which the child directs the donation to their favorite cause. Award category: Toys & Games.

- Comments on **Zoë Doll with "The Manhattan Menace" Book** - "I love the details on this beautiful doll. She is so realistic she can really be like a best friend a child could share her secrets with. The clothing is lovely and well made. The attention to detail in making the clothes is amazing. These were not just scraps simply and quickly constructed into clothing. Thumbs up!
- Comments on **Wan Ling Doll with "Shanghai Secret" Book** - "What a beautiful doll! She looks so much like a real girl who is smart, innocent and pretty. The clothes are very fashionable and age appropriate. The books are great. They are exciting and easy to read. The story is wonderful; we hope to find more in this series.

- Comments on **Gia Doll with "Florence Fiasco" Book** - "The doll is really very nice. She is as well made as the American Girl dolls we have. The hair is beautiful and the clothing is high quality and easy to put on and take off. The book was interesting and held the attention of the reader. Not only was the book entertaining it is a good teaching tool...learning about different places and cultures.
- Comments on **LuLu Doll with "Nairobi Nightmare" Book** - "What a fabulous idea to combine a doll, book and then incorporate charitable giving, learning about other countries/cultures/way of life and modernize it so kids will want to participate by doing part of this via the computer. First, the doll is gorgeous. She's made very well and is just beautiful. The book is written well, engaging, easy to follow and includes real photos at the end and more information in journal format, which I thought was a nice touch. The kids actually get to go online and activate their donation themselves, and can even choose which cause. They can also go to the Web site while they are reading the book to learn more as they read. The book can be discussed at a book blog with other kids as well. What a great way to get kids reading and involved in their world.
- Comments on **Pita Doll with "Mexico Mystery" Book** - "My daughter LOVED this doll. The clothes were well made right down to the riding boots! It's a nice size to hold and play with. She is easy to dress and undress. The doll seems high quality.

iParenting Media is the premier media company focused on parents. The company uses several media channels to reach its target market of parents, parents-to-be and women: online, print, radio and podcasts.

iParenting Media's Award Program provides a credible and objective method of determining the best products and recognizes those products with its iParenting Media Award. It is dedicated to informing, inspiring and uniting the parenting community it serves via its multiple media platforms of the Internet, syndicated newspaper column, radio show and video.

The goal of iParenting's awards is to provide the best parenting content and community platform for its members; and expanding sales, building strong customer relationships and increasing branding for its clients. It does this through innovation, responsiveness and a passion to be the best, which leads to its users' and clients' satisfaction. It is a team of motivated individuals and its strength is generated from its devotion to its community, its clients, its industry and its employees.

About Karito Kids and parent company KidsGive, LLC

KidsGive, LLC was created by Laura Rangel and Lisa Steen Proctor to develop toys, books and other related products to raise global awareness among children, by teaching them about their peers around the world. Through actively exposing children to the importance of social responsibility and charitable giving, Karito Kids™ aims to make a difference. The name Karito Kids™ defines charity and love for one's neighbor. With the purchase of the dolls and their accompanying adventure books, along with the interchangeable clothing and accessories, kids will be donating 3% of the purchase directly to a cause and be able to track its progress.

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.

See www.karitokids.com for information.