KidZui and Parents.com Partner to Promote Safe Online Discovery for Children

San Diego, CA (September 30, 2008) – KidZui, The Internet for Kids (www.kidzui.com), and www.Parents.com – the online home of American Baby, Parents and Family Circle – are working together to enhance the KidZui experience and to introduce more families to KidZui's services.

Designed for kids age 3-12, KidZui is a revolutionary new free browser and online service that offers children access to more than 800,000 kid-friendly Web sites, videos and pictures – all reviewed by trained parents and teachers. The KidZui Parent Site gives parents tools to manage and oversee their children's online environment including weekly emails that keep parents in the loop about their children's online activities. These emails report on their kids' recent searches and help parents start conversations and plan family outings around their children's interests.

Through the new partnership, editorial content from Parents.com will be integrated into the KidZui Parent Site. Additionally, Parents.com will recommend KidZui as a fun, safe and engaging way for children to independently access the Internet. Plus, the brands will also work together to gather research and analyze trends on how the Internet's youngest users are using the Web and what they are most interested in.

"Parents is a brand that is synonymous with the home and family," said Cliff Boro, chairman and chief executive officer of KidZui. "For more than a century, families have trusted Parents and now Parents.com for high-quality editorial that improves their daily lives. Now, Parents is sharing KidZui with these families so their children can safely and independently explore the Web. We're also looking at what's hot and what's not in the under 12 set, and will be announcing those results very soon."

"KidZui is a perfect partner for Parents.com as both brands strive to deliver trusted and valuable content for families," said Lauren Wiener, senior vice president of Meredith Interactive. "We're happy to work with KidZui to deliver a safe, entertaining and educational online environment for kids, and give parents insight into what drives kids' interests as they engage more and more in the online world."

About KidZui

KidZui, The Internet for Kids, is a revolutionary new free browser and online service that lets kids aged 3 to 12 enjoy the power and promise of the Internet in a fun, safe and engaging way. KidZui features more than half a million Web sites, videos and pictures categorized by topic and reviewed for age-appropriateness according to strict editorial guidelines. Built from the ground up for kids, KidZui encourages and rewards curiosity and learning, and keeps parents in touch with their kids' online activities. KidZui is funded by Maveron, Emergence Capital Partners and First Round Capital. KidZui is available at www.kidzui.com.

About Parents

Since its inception in 1926, Parents has been America's #1 family magazine brand and a trusted source by every generation of parents. Parents has a powerful community of 15.6 million consumers devoted to supporting the efforts of parents, educators and other citizens who strive to make the world a better place for our children. Parents can be found online at Parents.com. Published 12 times a year by Meredith Corporation (NYSE: MDP), Parents magazine has a readership of 15 million and a circulation of 2.2 million.

About Meredith Interactive

Meredith Interactive is dedicated to the creation of content, tools, technology, and interactive applications. Meredith Interactive operates the online companions of Meredith's media brands that reach more than 8 million unique visitors monthly, including BHG.com, FamilyCircle.com, LHJ.com, FitnessMagazine.com, More.com, Parents.com, AmericanBaby.com and HealthyKids.com, among others.

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