



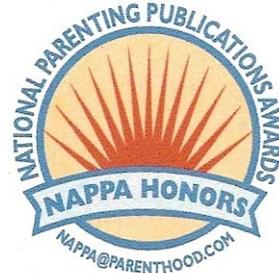
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**ROAD SKILLZ WINS 2007 NAPPA HONORS AWARD
FOR VIDEO AIMED AT CURBING TEEN DRIVING DEATHS**

The National Parenting Publications Award is the most comprehensive and distinguished awards program in the nation for children's products and parenting resources.

Los Angeles, CA (May 8, 2007) – Road Skillz, an innovative DVD that takes a fresh approach to driver's education, is proud to announce it has won an Honors Award by the National Parenting Publications Award (NAPPA).

Road Skillz is a revolutionary type of driving skills DVD that incorporates real-life situations, CGI animation, popular music, and re-enactments of crisis situation's to effectively teach teens and novice drivers how to handle roadway risks. Its selection for the NAPPA Honors award proves the DVD is an indispensable resource for parents nationwide.

"We are honored to have been selected for such a prestigious award and hope this helps widen the reach of teens whose lives could be saved due to the skills taught in the DVD," said Scott Kuhne, Road Skillz executive producer and professional race car driver. "The incidence of teenage driving accidents in this country is staggering, yet completely avoidable. This award can help us create more exposure for the cause and educate teens at a national level."

NAPPA is one of the oldest, most-comprehensive and, quite likely, the most selective awards program of its kind. Now in its 17th year, a NAPPA recognition is more than just a seal of approval -- it means that a product has been expertly judged against comparable products and been deemed "best of the best." Parents look to NAPPA as a valuable shopping guide delivered by familiar and trusted local parenting magazines and Web sites.

"NAPPA-winning products meet the most stringent criteria and are judged by nationally-recognized industry experts, educators and advocates in their fields," said NAPPA spokesperson Barbara Smith-Decker. "The NAPPA Parenting Resources awards have set the industry standard of excellence since 1999 and are a sought-after honor by designers, publishers and manufacturers. Parents know that they can trust NAPPA."

Road Skillz Received NAPPA Award

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The NAPPA award signifies that Road Skillz was evaluated extensively by judges, who are independent industry experts with extensive professional experience working with children and parents, and who utilize input from parents and children.

Road Skillz is aimed specifically at 16-25 year old drivers and features world-renowned professional racecar drivers, including Indy Racing League Driver, Arie Luyendyk Jr. and his legendary father, Arie Luyendyk Sr. The video was created to reduce the incidence of teen traffic fatalities, the number one killer of teens in the United States today, surpassing deaths caused by drugs, alcohol and violence combined.

"I wanted to be involved with this DVD because I know how important real-life experience is when it comes to risky driving situations," says Luyendyk Jr. "As a young professional driver, I really wanted to make a difference by giving inexperienced teen and novice drivers the real knowledge and skills they need to recognize and avoid the leading causes of accidents, enabling them to make the right decisions at critical times."

Road Skillz includes both an English and Spanish voiceover audio soundtrack and is available for purchase online at www.roadskillz.com or www.amazon.com for a suggested retail price of \$19.95.

About NAPPA

The National Parenting Publications Awards competition two divisions:

- **Children's Products** – toys, software & video games, music, books, DVDs, and storytelling & spoken-word recordings.
- **Parenting Resources** – how-to books, DVDs and CDs; maternity and baby gear; time-saving gadgets and innovative accessories that make parenting easier.

The NAPPA seal lets parents know that they can expect a high quality, well-designed, developmentally nurturing and expert-approved product. Past winners include products from Fisher-Price, Lego, Scholastic and Sony, as well as dozens of independent manufacturers.

The National Parenting Publications Awards is a program of United Parenting Publications, a division of Dominion Enterprises Inc.

About Road Skillz

Road Skillz is an educational and entertaining DVD that offers parents a great way to get their teens interested in driving safely and to teach them accident avoidance. It has been endorsed by both the Driving School Association of the Americas (DSAA), The National Parenting Publications Award and Teendriving.com, the #1 ranked site for teen drivers and their parents on the web. Road Skillz, which is available with both English and Spanish voiceover audio soundtracks, donates 5% of all profits to non-profit organizations that provide teen driving training and education. The DVD can be purchased online at both www.roadskillz.com and www.amazon.com for a suggested retail price of \$19.95.

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