

Animal Wow's syndicated columnists, Larry Kay & Lauren Wygant with (above) Stately the mutt, Remix the alley cat, and (below) Higgins, Chief Executive Best Friend.

NEWS

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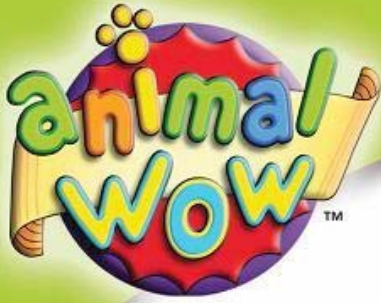
FOR IMMEDIATE RELEASE
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Animal Wow Launches Syndicated Magazine Column **Debut Print Circulation Surpasses 500,000 Monthly**

(Studio City, CA) Animal Wow Entertainment's new syndicated magazine column on the family pet, titled "When Kids Discover Pets," launched via the Family Magazine Group's publications with a combined circulation of more than 500,000 monthly. The terms of the year-long syndication pact also provides Animal Wow with display advertising, a platform for additional branding and messaging opportunities, and online visibility.

Larry Kay, Animal Wow's President, says, "This partnership is a natural union. The Family Magazine Group shares Animal Wow's vision that the vast majority of families with kids also have pets." Reportedly, 75% of all families with children also have at least one pet, and the fast-growing American pet industry topped \$38 billion in revenues in 2006.

(MORE)



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ANIMAL WOW & FAMILY MAGAZINE SYNDICATION PACT

Family Magazine's Media Relations Director, Richard Hajjar, says, "Family Magazine Group is proud for the family pet partnership with Animal Wow. It will make our readers and advertisers go wow!"

The monthly column, written by Kay and Animal Wow's Director of Humane Education, Lauren Wygant, covers a wide range of topics, from the serious and newsworthy, such as the pet food recall and ask-the-expert advice, to the humorous and playful, such as pet parties, games, and family fun. The columns will also be available at www.animalwow.com with expanded coverage and web links to many resources discussed in each magazine article. The company is exploring additional syndication opportunities, and some columns have been picked up by national magazines, including *Working Mother Magazine's* online edition.

Larry Kay created Animal Wow's award-winning DVD and music CD series that helps kids be safe and successful with pets. In addition to his being a veteran children's media producer, product manager, and strategist, Kay is an award-winning children's writer and songwriter with credits that include Disney, The Muppets, PBS, *The Pink Panther*, and *Freddi Fish* interactive series that sold more than 2.5 million units and won more than 75 awards.

Lauren Wygant is Animal Wow's Director of Humane Education and a nationally-recognized humane educator who specializes in teaching kids about pets. She is a Certified Humane Education Specialist, an AKC-CGC evaluator, certified with honors SPCA Trainers Academy, and a featured presenter at AKC Nationals.

Family Magazine Group, based in Tarzana, California, publishes monthly family magazines covering the Southern California market, including *Los Angeles Family Magazine*, as well as other family publications, including *Las Vegas Family Magazine*, plus popular online editions at www.familymagazinegroup.com.

The deal builds upon Animal Wow Entertainment's recent announcements, including national retail distribution with Woodhaven Entertainment of *Animal Wow Volume One*, which is an all-in-one package with more than three hours of activity-packed family entertainment including Animal Wow's award-winning DVD adventure, music CD, plus crayons, coloring book, interactive games, and many bonus extras. Animal Wow media products are delightful family entertainment. The company also helps inspire good values, habits, and life skills in kids by turning pets into best friends. The company's slogan is "When Kids Discover Pets, They Discover Themselves."

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