

KIDZAAM MEDIA RELEASE

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FOR IMMEDIATE RELEASE:

TOP DESIGN TEAM

VALUE ENGINEERS KIDZAAM

FOR NATIONAL ROLL OUT

Phoenix, AZ...-January 23, 2008...Marketcraft, Phoenix, AZ and sister company, Displayworks, Irvine, CA have joined forces to design, value engineer and make affordable the unique KidZaam Klubhouse freestanding dental facility created by Dr. Al Higgins.

“Our job is to take Dr. Higgins vision and his one of a kind KidZaam Klubhouse and turn it into an affordable reality for dentists across America,” states Wendi Jaber, Vice President of the commercial design house located in Phoenix, Arizona.

“During my first visit to KidZaam Klubhouse I was overwhelmed with the place, it is just fabulous,” says Wendi Jaber, “I met a grandmother leaving with a child who was skipping and laughing, she was so happy. I saw the joy KidZaam evoked in children.”

Marketcraft clients include such notable companies as Marriott, Paul Allen’s company Vulcan , Ross Perot’s company Hillwood and Unitec, the largest developer in India.

“What makes KidZaam such a unique and exciting project for us at Displayworks is that we have never before seen healthcare molded into a thematic environment at this level of detail. What’s great is children will no longer need to fear the dentist but will instead look forward to the experience that Dr. Al Higgins has created. The storyline and characters support healthy lifestyle choices making the experience fun but educational,” said Kolhane Grooters, Global Account Director at Displayworks.

Displayworks clientele is a who’s who of famous brands such as Wells Fargo Bank, Cardinal Health, ESPN Zone, XEROX, HP, Toshiba Medical, Honeywell, Yamaha and THQ.

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