

KIDZAAM MEDIA RELEASE

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FOR IMMEDIATE RELEASE:

TRANSFORMING HOW DENTISTS AND CHILDREN RELATE

THE KIDZAAM EFFECT

“Dentaltainment™”

Prescott, Arizona....January ...2008 KidZaam is a special experiential and entertainment environment where children are totally immersed in a magical world of play, fun, personalized caring, sharing, healing and health.

When parents and children enter KidZaam they are engulfed inside a world where fantasy, dentistry and education blended together seamlessly in a playful, stimulating environment of visuals, games, music, toys, and dental avatar characters that both entertain and educate.

KidZaam is the place where going to the dentist is a joy! A treat! It’s the celebration of kindness and care that makes KidZaam special.

KidZaam’s environment is designed to create a mood of fun and childish delight that makes a KidZaam patient feel happy, inspired, motivated, enchanted, relaxed and comfortable. Put simply, KidZaam is good for kids and parents emotionally, physically and spiritually.

KidZaam blurs the line between pediatric dentistry and entertainment with a purpose.

KidZaam is the creation of Dr. Al Higgins, Pediatric Dentist extraordinaire. His Disney-esque approach in providing excellent oral health care to children from age one to 15 years is dramatically changing how children feel about going to the dentist for treatment.

“My inspiration for KidZaam is directly related to Walt Disney and his creation of Disneyland, “The Happiest Place on Earth”! Walt’s vision for safety, security, fun and wholesome entertainment inside the magical world of Disneyland is why we have the KidZaam Klubhouse,” Dr. Higgins says, “We built it strictly for the children. We want them to enjoy it so that while they are growing up they won’t have the Hee-bie Jee-bies when they get to go and see the dentist. We want to change the whole idea of health care by placing it in a fun environment that captures the imagination and emotions of children. We have created “Dentaltainment™” because we want children to have a

pleasant experience when going to the dentist. We want to make it fun for the children so they will feel at ease when they come to see us.”

When innovation takes place, a linkage or fusion occurs between two or more elements that have not been previously joined to create a qualitatively distinct whole. KidZaam’s innovation is a genetic cross or hybrid as it combines Pediatric Dentistry and Entertainment into something totally new and exciting, called “Dentertainment™.”

The signs of our changing times are everywhere. Small children have cell phones that play music and take pictures. Games are no longer static but interactive and children can look and learn.

Children can learn good oral health habits, good nutrition and good manners through positive KidZaam role model characters and uplifting music that grab their imagination and stimulate positive responses.

Today children are more accepting of something new and different especially if it is fun, entertaining and provides emotional and intellectual satisfaction. At KidZaam the quality of human life is being upgraded through the use of powerful tools that make up the world of “Dentertainment™.”

KidZaam is changing the way people relate to each other in a medical setting. KidZaam is making going to the dentist, more fun, more engaging, and something to look forward to. After a child has been to a KidZaam he or she will want return again and again.

KidZaam is in the forefront of reforming, revising, refreshing and revitalizing how a medical provider interacts with people. KidZaam welcomes each and every parent and child not just as a number, a client, or a customer but as fellow human beings who are valued and treated with dignity and respect. This individualized and personalized approach helps to greatly reduce stress and aggravation. Furthermore, KidZaam’s red carpet service helps to develop a positive and happy relationship between children and KidZaam’s KidZologistsSM. Each KidZaam child is made to feel very special, safe and secure.

In developing and creating KidZaam, Al Higgins has created a happy child- centered environment filled with happy cues such as entertaining games, happy music, toys and characters. Everything inside KidZaam is designed to make the experience for children and parents harmonious, soft and unthreatening while dealing with real oral health issues.

KidZaam’s Klubhouse flagship clinic is located at 2801 Pleasant View, Prescott Valley, Arizona (www.kidzaam.com) off Arizona Highway 69.

Walt Disney's influence on Al Higgins is clearly seen in the KidZaam landmark structure which looks like something from Disneyland's Toon Town. Al Higgins's considers Walt Disney a hero and role model. Like Disney, Higgins is following his dreams and his imagination to visualize a new kind of approach to Pediatric Dentistry. The staff, known as "Agents", at KidZaam are in every sense "cast members" because they are specially dressed and play a specific well scripted role for KidZaam's guests; namely, VIP's (Very Important Parents) and VIK's (Very Important Kidz).

KidZaam's unique blend of entertainment and health care creates a friendly and happy connection between children and their KidZaam dentist.

KidZaam agents and KidZologistsSM wear funky lab jackets embellished with a KidZaam character on them. Every child who enters KidZaam for treatment is provided with their very own KidZaam Character Lab jacket during their visit. Kids love joining Doc's Kommandos as they battle against decay, disease, and everything unhealthy, together.

KidZaam has been researched, engineered, designed, developed and controlled down to the tiniest details. It is the world's first Pediatric Dentist facility with a dynamic child attracting motif. KidZaam's dominating reoccurring theme is "Don't All Kidz Laugh When They Go To The Dentist?" This encourages fun, imaginative, informative, illuminating, thoughts. Thereby creating a great experience for children through storytelling, characters, narrative, color, and music, inside a special researched and designed environment," said Dr. Al Higgins.

Dr. Higgins vision is to greatly expand the KidZaam world of children's oral health, first in Arizona and then nationwide. Current plans call for replacing the existing KidZaam office in Phoenix with a standalone KidZaam Klubhouse like the one situated in Prescott Valley, Arizona.

Within the unique KidZaam Klubhouse setting, each child is treated like one in a million with personalized health care dental care. Being goofy is an essential part of KidZaam's personality. Each child is special and is treated like a VIK (Very Important Kid). Ultimately, Dr Higgins visualizes KidZaam Klubhouses all across America.

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