

**KIDZAAM MEDIA RELEASE**

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**FOR IMMEDIATE RELEASE:**

**THE RACE AGAINST DK & “GIVE A KID A SMILE”**

Prescott, Arizona....01/00/08 ....At KidZaam Dentistry™, Prescott Valley, Arizona, Bobby Raber is in a race against a universal foe, especially for children, and is waging a winning battle against tooth decay.

Dr. Bobby Raber is much more than a Pediatric Dentist. He is in fact KidZaam’s first Franchisee and a certified KidZaam KidZologist<sup>SM</sup>. As a KidZologist<sup>SM</sup>, Raber helps kids battle “DK” a KidZaam character that personifies tooth decay. “DK” is the leader of gang of silly gooey bugs, a.k.a. “The Goon Squad” battling for the teeth and mouth of children.

KidZologist<sup>SM</sup> Raber has created the KidZaam Kruiser<sup>SM</sup> which is covered with KidZaam characters in order to entertain, illuminate, motivate and energize KidZaam Klub members into a positive lifestyle through the convergence of characters, narrative and emotion. The eye catching vehicle will be used at schools as an educational training tool that grabs the attention of children of all ages. The KidZaam Kruiser will distribute free toothbrushes, floss and other oral health items as part of his “Race Against DK”.

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