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FOR IMMEDIATE RELEASE

Animated Programs Presents ToonTalk 3, the Long-Awaited Upgrade to the Award-Winning ToonTalk Software

ToonTalk 3 teaches children computer programming in a fun-filled interactive environment

OXFORD, ENGLAND. – September 9, 2007—Animated Programs presents ToonTalk 3, the award-winning introduction to computer programming for children at a price of only $14.95. Designed to teach the basics of programming, including constructing, debugging and running programs, in a welcoming and joyful animated interactive world, ToonTalk 3 is a must for any household who wants to give their children a "jump start" to the digital age.

ToonTalk 3 makes programming easy for children to understand by animating familiar objects such as birds, robots, trucks and bicycle pumps rather than presenting traditional textual exercises. Children have several ways of learning the basics in ToonTalk 3. They can solve a series of interactive puzzle games in a creative and enjoyable environment that gradually teaches programming construction and techniques. They can also enter the "free play" zone, an open-ended, rich environment of exploration and discovery, or view narrated demonstrations that show how to build and debug programs.

"What computers can do is really only limited by the imagination, skills and knowledge of the programmers," says Ken Kahn, President and Founder of Animated Programs. He adds, "I want to share with children the joy and tremendous educational value of computer programming. ToonTalk 3 is designed like a game and allows

users to have fun designing games and other programs, but it is also a dynamic and expressive tool for the programmers of tomorrow."

ToonTalk 3 teaches critical thinking skills such as problem decomposition, component composition, abstraction, puzzle solving, experimentation and logic. It is designed specifically for children and is fully Internet-enabled plus tightly integrated with the browser. Children can program their creations and then share them with friends and family.

"ToonTalk is the most innovative vision I've seen of what the future of programming for kids could be like," says Henry Lieberman, a research scientist at MIT. He adds, "It combines the fun and excitement of video games with some of the most powerful ideas in computer science."

ToonTalk 3 incorporates major advances over earlier versions including extremely large numbers (millions of digits are OK), exact arithmetic (no round errors), time travel (for debugging and creating demonstrations), and higher quality images, integration of Microsoft Agent, and ease of saving and sharing one's creations.

15 years in the making, ToonTalk 3 is currently available for Windows at $14.95 and can be purchased online at www.toontalk.com. Versions are also available in Japanese, UK English, Swedish, European Portuguese and Brazilian Portuguese.

TOONTALK 3 FACTS AT A GLANCE
— Teaches children computer programming in a fun and supportive environment.
— Educational skills include puzzle solving, logic problems and critical thinking.
— Children can explore numbers of nearly any size or precision
— Easy to use and understand.
— Terrific price point at $14.95.
— Children can create their own games and programs and share them with friends.
— Internet enabled and browser integrated.

ABOUT ANIMATED PROGRAMS: Animated Programs was founded in 1992 in San Carlos, California. Its mission is to make computer programming "child's play." The ToonTalk brand of patented products has been researched under consulting contracts for the University of London, the Swedish Institute of Computer Science and the Royal Institute of Technology in Sweden. Founder and President Ken Kahn is an MIT computer science Ph.D. and an expert in designing computer programming languages. He is also a senior research at the University of Oxford and at the London Knowledge Lab of the University of London.