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The PoliteChild™ Strengthens its Advisory Board through Addition of Strategic Marketing Talent

Woodinville, Wash. – April 8, 2003 – The PoliteChild today announced that it has diversified and strengthened its Advisory Board by the acceptance of Lisa Scattaregia to the position.

Ms. Scattaregia, a former Director of Marketing, Advertising and Public Relations for Sylvan Learning Corporation, is the President and Senior Creative Director for First Impressions Marketing & Public Relations, an award-winning firm whose clients include Microsoft Corporation, Microsoft Press®, the Pike Place Market, and Boeing.

"The PoliteChild programs are a holistic approach to raising well-adjusted kids in today's troubled world. This program will revolutionize the way that we teach the '3 Cs' of courtesy, caring, and compassion to our children," said Ms. Scattaregia. "Much like Sylvan Learning Corporation revolutionized supplemental education and the mastery of the 3 Rs in the mid-1980's, The PoliteChild programs are designed around one very simple premise -- parents can no longer rely solely on our public or private schools to prepare their children for life. Company founder Corinne Gregory knows that 85% of your child's success in life will depend on his or her social skills -- not academic excellence. And that's exactly where she's stepped in with a full suite of programs to fill a much-needed void in our society."

"We are exceptionally pleased at Ms. Scattaregia's acceptance of the Board position," stated The PoliteChild's Founder and President, Corinne Gregory. "Ms. Scattaregia's experience in the child-enrichment marketplace, along with her grasp and keen understanding of our unique offerings and market position makes this a very strategic addition to our top-notch team of Advisors."

During her tenure at Sylvan Learning Corporation, Ms. Scattaregia developed and implemented marketing and corporate communications strategies that grew a regional company with only a few franchises into an international organization of over 217 units in just 18 months. She also piloted the highly successful public offering of the company on NASDAQ in July, 1985. Prior to her work at Sylvan, Ms. Scattaregia began her successful career as a Brand Strategist in San Francisco for Dancer Fitzgerald Sample. She has also worked for Ogilvy & Mather, Cole & Weber, and Chiat/Day on demanding and dynamic accounts with annual advertising budgets in excess of \$4 million.

About The PoliteChild, Inc. The PoliteChild is the premier program dedicated to developing excellent social skills in children of all ages — from toddlers to teens — by building solid foundations for learning and using proper social behavior, good manners, and etiquette. The goal of The PoliteChild is to help parents, educators, and others develop young people that have strong self-esteem and confidence, and are socially comfortable and proficient in handling a myriad of social interactions and situations. For more about The PoliteChild, visit the website at www.politechild.com.

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