

Media Presentation

Spring 2009

the
CuteKid

parent
Society 

DealsForMommy 

Canvas
People 

PMG, Inc. Properties

- **TheCuteKid.com**

TheCuteKid™ is the internet's largest & most respected child photo contest & parent resource. TheCuteKid provides unique, targeted opportunities to reach millions of parents (over 100,000 new members per month). Our '09 CuteKid Contest offers monthly winners cash & prizes, talent & casting agent exposure & a chance to be the 2009 CuteKid of the Year. We are awarding over \$100,000 in cash & prizes in '09. We are the only online photo contest judged by a panel of professionals in the talent & casting world.

- **ParentSociety.com**

ParentSociety.com provides unparalleled, targeted opportunities to reach millions of parents. From preconception through school age, today's parents rely on Parent Society for information, resources and community.

- **DealsForMommy.com**

DealsForMommy.com is the one-stop resource for moms searching for the best bargains and freebies on the web. Today's moms are on the go and the convenience of finding all their savings needs in one place makes life that much easier. Deals for Mommy features the latest deals on everything from baby gear to groceries to household products and more. Moms will find something new and useful every time they come to the site and will have no need to search for savings anywhere else.

- **CanvasPeople.com**

CanvasPeople.com helps families turn photographs into timeless memories on canvas. Making it easy and affordable to share those special moments of your family's life in a thoughtful way. Give the gift of memory, give the gift of CanvasPeople.com

TheCuteKid.com In-Depth

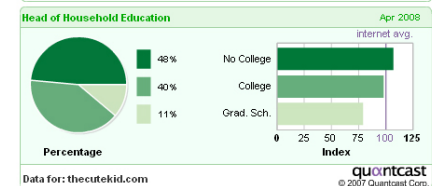
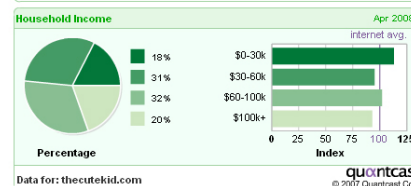
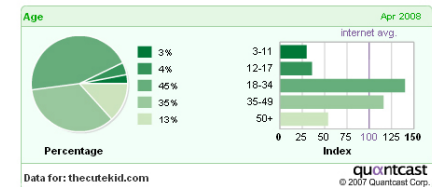
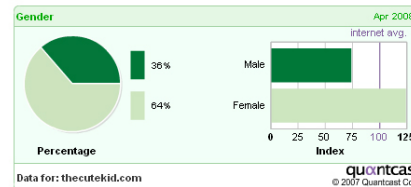
About TheCuteKid.com:

The CuteKid™ is the internet's largest and most respected child photo contest and parent resource. TheCuteKid.com provides unique, targeted opportunities to reach millions of parents.

- Over 1.7 million members
- Over 1 million visitors + per month to the network
- 200,000 + photos uploaded each month
- Over 5 million page views monthly
- 80,000 + new registrations monthly

TheCuteKid Demographics:

- Core audience is 90% women
- Median age range of audience is 21-45 years old
- 86% of members have children 0-4 years old



TheCuteKid.com Partners & Advertisers



TheCuteKid Testimonials

Members

"We just want to thank TheCuteKid™ for giving parents a safe place to share photos of our children...The CuteKid of the Year is such a prestigious honor"

-Ronna, Mom of Alanakai, Big Kid finalist

"I love TheCuteKid™ because you can send your photos to a professional site where you feel safe, yet get an expert opinion on what industry people think. Thanks!"

- Eileen, NY, Mom of May, '07 Finalist

"TheCuteKid membership is great – it's a fun way to share pictures with friends and family. We are happy that, as a finalist, we will be entered into the scholarship contest as well!"

- Jennifer, AZ, Mom of July, '08 Finalist

Pro Agent / Casting Partners

"The CuteKid is one of my favorite online casting resources."

- Johnnie Raines, Super Nanny Casting Director

"Wow...this year's winner definitely has star potential!"

- Jacque Pedersen, Beverly Hills Talent Agent

Advertising Partners

"You Guys Rock! The team at TheCuteKid.com is great to work with.

We've greatly appreciated their help in finding new opportunities to aggressively drive sales."

-Michael C. Bouteneff Marketing Manager, Internet - Gerber Life Insurance Company

"Professional, smart, responsive, and flexible are the ideal adjectives for a Parenting magazine consumer marketing partner, and the CuteKid.com is all of these."

Stacy Sass McAnulty, Partnership Director, Bonnier Corp., Parenting Magazine

TheCuteKid Success Stories



The CuteKid™ Congratulates Courtney & Sabrina
from Oregon



The CuteKid is happy to congratulate twins Courtney & Sabrina! A registered agent found their picture on the site and landed them a Brawny Paper Towels Commercial and Print ad!

[Check out their cute ad on the Brawny website!](#)



The CuteKid™ Congratulates Brooke
from Oregon



We are happy to hear of her booking the cover of the 2007 JCPenney Christmas Gift catalog. We also hear that they have featured her on several pages inside the catalog. But that is not all, Brooke will be featured on another three holiday catalogs.



The CuteKid™ Gap Winners
Way to Go Gap Winners, Jaeli Rae, Jovana, Caleb & Kellen!



All 4 babyGap & GapKids casting call winners are official CuteKIDs. Out of nearly 900,000 entrants nationwide, all 4 winners are CuteKIDs. These cuties will be featured in Gap campaigns throughout the year.

Jovana's mom Devona said, "I noticed Kellen on TheCuteKid site! I decided to sign up for GAP after seeing his picture! My daughter Jovana is now the Gap Kid girl winner! Thank you."

We know we'll be seeing much more about these 4 winners... congrats to all!

From: Vancouver, BC

Congrats to Austyn who just starred in a national commercial for Got Milk. He was also recently in commercials for Rogan's shoes, Branium Vitamins, Shapko and does a lot of repeat work for Fleet Farm. He also just auditioned for "The Tooth Fairy" starring Dwayne Johnson aka "The Rock". Wow Austyn, great job!




From: Vancouver, BC

Look at CuteKid, Jaxon! He just landed a role for Macy's ads! But that's not all. In this last year he has done print work for Pottery Barn Kids, Gymboree & AT&T and he's going to be on the box of a new Leap Frog learning system. Jaxon has also had several commercial auditions, and hopes to book one soon. Good luck!




Email Blasts



-E-mail- CuteKid members are a highly responsive user base. With active interest in parenting topics, our members are very receptive to the select sponsors we promote to them. Our contact with members includes, but is not limited to a weekly newsletter and a dedicated monthly “partner email”. E-mails are traditionally co-branded and sent to CuteKid members directly with an offer/service for them. This custom approach has historically yielded high results in promotional campaigns.



-Solo e-mail: Dedicated Email to the CuteKid database: The Stand Alone Email offers the ability to co-brand with the CuteKid. Reach approx. _____.



-Newsletter placement: Sponsor a CuteKid weekly E-newsletter. The newsletter includes 50 words of text, image placement and one click through link. Reaches _____+ subscribers.

