

For Immediate Release

EspeciallyPolite

A not-for-profit sister organization of



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EspeciallyPolite™ Fundraiser to Provide School Grants Supporting Social Skills and Character Education

Bellevue, Wash. – November 14, 2006 – EspeciallyPolite, Inc. today announced the launch of its first on-line fundraiser. EspeciallyPolite plans to raise money which will be used to support public schools and other not-for-profit educational organizations committed to students' social skills development.

“Through this fund-raiser, we are trying to help schools that desperately want and need PoliteChild programs, yet require assistance with initial funding for early implementation,” said Corinne Gregory, Founder and President of The PoliteChild and EspeciallyPolite,. “While they see the benefits other schools have experienced from our programs, many schools and districts have challenges funding new endeavors, regardless of how worthwhile they may be.”

EspeciallyPolite, the sister not-for-profit arm of social skills development leader The PoliteChild, was conceived for the purpose of developing and providing sets of social skills education courses and parenting support for disadvantaged children and their families. Disadvantages the company plans to address are financial, physical, mental, or behavioral in nature.

The company's goal of raising \$30,000 will go toward grants for schools adopting PoliteChild programs. Funds above and beyond the projected goal will go towards research and development of curriculum and materials targeted for the company's initial special needs' population of children suffering from Autism and Asperger's Syndrome.

EspeciallyPolite's on-line auction website can be found at <http://especialypolite.maestroweb.com/>. Visitors can bid on a wide variety of auction items such as unique experiences, trips, and memorabilia. On-line cash donations are also accepted through the site. Grant monies available for distribution will be awarded through early 2007. Schools interested in applying for the grants will need to meet several specific criteria. More information about qualification criteria can be accessed from PoliteChild's website at www.politechild.com or by contacting PoliteChild via email or phone.

About The PoliteChild, Inc. The PoliteChild is the leading 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, developing good moral character, manners and etiquette through its licensed curricula and managed classes. 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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