

For Immediate Release



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**The PoliteChild® Opening California Desert Location to
Support Growing Business**

Woodinville, WA – March 31, 2004 – The PoliteChild today announced the opening of an office in Palm Desert, California to better support its rapidly growing business in the Coachella Valley and beyond.

“We are seeing an amazing level of growth in both the immediate Desert area and in Southern California in general,” said Corinne Gregory, PoliteChild’s President and Founder. “Opening this office is a natural next step in our national expansion process which is currently underway.” Ms. Gregory further explained that its next licensee training program, scheduled for next month, will take place in the Desert area to better accommodate a number of licensees based in California.

Additional PoliteChild locations are presently being considered, along with several licensee prospects across the country whose applications are active in the review process. The licensing process is on schedule and will enable broader PoliteChild offerings to meet the increasing national demand, while still maintaining the high level of program quality and delivery for which the company has developed a reputation. Licensee candidates presently under evaluation span the country, including Georgia, Indiana, Maryland, Texas, Colorado, Washington D.C., and even as far away as Canada and Japan.

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, good 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 with strong self-esteem and confidence, and are socially comfortable and proficient in handling a large variety of social interactions and situations. For more about The PoliteChild, visit the company website at www.politechild.com.

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