The Politechild™

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The PoliteChild™ Welcomes National Fundraising Expert to Its Advisory Board

Woodinville, WA – December 4, 2003 – The PoliteChild today announced that it has added noted benefit auction consultant and businessman, Jay Fiske, to its Board, effective immediately.

Mr. Fiske is the founder of Northwest Benefit Auctions, Inc., and co-founder and president of MaestroSoft, Inc., creators of AuctionMaestro Pro and GolfMaestro Pro, specialty software for managing benefit auctions and golf tournaments. As a specialist in benefit auctions, Mr. Fiske has provided auction consulting and auctioning services for organizations such as The March of Dimes, American Cancer Society, Traveler's Aid, Assistance League, LifeNet Foundation, YMCA, Boys and Girls Clubs, Fred Hutchinson Cancer Research Center, Children's Hospital, Association of Unity Churches, Juvenile Diabetes Foundation, and Cystic Fibrosis Society, and celebrity golf tournaments including the Frank Sinatra Celebrity Invitational, the Parasol Foundation Celebrity Golf Classic, St. Jude's Golf Classic, Super Bowl week's Pro Kids Golf Celebrity Golf Classic, and the Keyshawn Johnson Celebrity Golf Classic. One of the premier benefit auction consultants in the country, Mr. Fiske is regularly called upon to train both national organizations and local auction committees in techniques that increase auction yields while maintaining the fun-filled environment required for a successful benefit auction.

"It is my pleasure to be asked to serve on the Advisory Board for such a wonderful program as The PoliteChild," Mr. Fiske commented on his appointment to the Board. "In my business, I see many organizations raising money to help young adults and adults in crisis. The cost of fixing social problems after they materialize is much higher than the cost of avoiding those problems in the first place through early detection, training and nurturing. The PoliteChild provides the formative skills for children that will pay dividends for them, and society at large, for a lifetime."

"The Company is very pleased to welcome Mr. Fiske to our Board," said Corinne Gregory, The PoliteChild's Founder and President,. "His experience in fund-raising will be of enormous benefit to both PoliteChild and its growing list of not-for-profit organizations, such as public school districts, which may need assistance with securing funding for critical lifeskills-development programs such as ours. I'm also very impressed with Mr. Fiske's genuine and deep interest in the welfare of children and families, which is what our entire business model is based on."

In addition to providing auctioning services, Mr. Fiske spends a good portion of his time working with auction committees as an auction consultant. By providing ideas on procurement, audience development, decorating, lighting, sound, stage layout, silent and live auction display, and cashiering, he is able to assure the success of the event for his clients. His clients routinely earn more money from their auctions than they had planned due to the added efficiency gained from implementing Mr.

Fiske's techniques. In demand as a guest speaker, Mr. Fiske also has developed and delivers a full day Auction Workshop for groups around the country.

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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