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Kindermusik International Announces Addition to Its Board of Directors

GREENSBORO, N.C., December 3, 2009 -- Kindermusik International announced that David F. Evans has joined the company's Board of Directors. Mr. Evans is president of Evmark Partners, a marketing strategy consulting firm that helps companies develop and pursue profitable long-term growth initiatives (www.Evmark.com). He brings more than 25 years of consumer marketing experience to the company, including VP Marketing roles at Sealy and Sara Lee.

Kindermusik's president and CEO Michael Dougherty said, "David has been working with our team for the past year, and has proven himself to be an insightful, strategic contributor. We are pleased to welcome him to our board, as his extensive brand-building experience will help us expand Kindermusik's market leadership."

About Kindermusik

Kindermusik International is the leading publisher of early, music-based learning programs for children ages newborn to seven. With over 30 years of experience in research and child development, Kindermusik creates books, CDs and programs that provide early integration of music into a child's daily routine. Currently, there are over 4,500 licensed Kindermusik educators worldwide who bring music into the lives of children in over 66 countries.