



Cricket Media Leads with Most Wins in the 2016 Parents' Choice Awards

All 11 publications receive top honors

WASHINGTON, DC – January 20, 2016 – Cricket Media, an education media company and global learning network, announced today that all 11 of its Cricket Media magazines were honored with gold medals in the 2016 Parents' Choice awards. The Parents' Choice Awards is the nation's oldest nonprofit program created to recognize quality in children's media. The award recognizes the top children's magazines as voted upon by the Parents' Choice Awards committee members, including families and educators across the country.

Judges stated the magazines contained "exceptional, wide-ranging content, inspired by the past and present, and by life experiences large and small," and "encompass[ed] well-written works of fiction and nonfiction, first-person narratives, poetry, and suspenseful serialized tales, all visualized by notable illustrators." Judges also cited each magazine's "respect for its target audience" as well as their ability to provide "ample opportunity for fascinating (and at times, unexpected) avenues of discovery through photographs, illustrations and clearly written fiction and non-fiction."

"We are thrilled to have received top honors for all 11 of our publications from the Parents' Choice Foundation panel," said Katya Andresen, CEO of Cricket Media. "We are dedicated to providing the highest quality children's content, and receiving this recognition demonstrates that we are delivering against that goal."

Cricket Media led the children's magazine industry in the number of awards received, capturing 11 of the 18 gold medals and dominating the top award category for the fifth year in a row. The 11 awards far exceeded those awarded to any other single publisher. The magazines have received 137 Parents' Choice awards throughout their history.

Parents' Choice Gold Award Winners include Babybug, Ladybug, Click, Spider, Ask, Cricket, Muse, Cobblestone, Faces, Dig, and Cicada magazines.

The product evaluation process for the Parents' Choice awards is focused on evaluating developmentally appropriate content, design, and function; educational value; and benefits to a child's social and emotional growth and well-being.

Cricket Media's family of magazines are designed for children pre-school through age 14, and the reading leveled content covers a range of topics, including earth science, history, literature,

poetry, archaeology, reader-produced content and more. The magazines take a unique children's point of view to deliver concepts and ideas tailored to readers' age ranges.

About Cricket Media

Cricket Media is an education media company that provides award-winning content on a safe and secure learning network for children, families and teachers across the world. Cricket Media's popular media brands for toddlers to teens include Babybug, Ladybug, Cricket® and Cobblestone® and digital apps in English and Chinese. The Company's innovative web-based K12 tools, for school and home, include the ePals virtual classroom for global collaboration as well as In2Books®, a Common Core eMentoring program that builds reading, writing and critical thinking skills. Cricket Media serves millions of teachers, students and parents in over 200 countries and territories through its platform and NeuPals, its joint venture with China's leading IT services company Neusoft. Cricket Media also licenses its content and platform to top publishing and educational companies worldwide. For more information, please visit www.cricketmedia.com.

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