



“THE ZULA PATROL” BLASTS OFF NATIONALLY THIS SUMMER ON qubo’s POPULAR NBC KIDS’ BLOCK

The Inspiring Science, Math and Astronomy Series for 4-to-8 Year Olds Will Premiere this July on qubo’s Broadcast Blocks on NBC, Telemundo and ION Television

National TV Launch Coincides with Exciting New Head Start Partnership

BURBANK, CA, June 23, 2008 – “The Zula Patrol,” the acclaimed children’s series about a group of wacky aliens who travel through space to learn about science, math and astronomy, will blast off on national television this July on the popular NBC Saturday morning block, **qubo**. As part of the **qubo** programming service, “The Zula Patrol” will also debut this July on ION Television and Telemundo. In addition, the series will continue airing on public television stations throughout the U.S.

Produced by Zula USA, LLC, “The Zula Patrol” features a group of lovable, wacky animated aliens who travel the Galaxies to learn about science, math, and astronomy. The acclaimed series has received critical raves from kids, parents, educators and media. In fact:

- The National Science Teachers Association calls “The Zula Patrol” “... a pre-K through 2nd grade teacher’s dream.”
- Eighty percent of 2nd graders demonstrated an increase in accurate scientific knowledge after watching the show – and almost 100% wanted to see it again! (Source: Hypothesis, an independent research organization)
- The series is a recent Parents’ Choice Silver Award honoree.

“Our mission is to inspire a love of science in young children throughout the U.S.,” said Dr. Deborah Manchester, the series’ creator. “**qubo** is a perfect broadcast home for ‘The Zula Patrol’ because of its commitment to informative, high-quality programming and the tremendous audience reach that its service provides.”

“‘The Zula Patrol’ brings a whole new dimension of entertaining educational content to our programming line-up,” added Rick Rodriguez, president and general manager for **qubo**.

During 2008, Zula USA’s innovative grassroots campaign to reach millions of children and families with its valuable messages includes the following initiatives:

- Partnership with the National Head Start Association (NHSA) – “The Zula Patrol” has partnered with NHSA to address the science and math literacy crisis affecting students in the U.S. According to the NHSA, Zula’s engaging *Launch Pad for Learning* lessons and Exploration Kits align with Head Start’s math and science domains, providing developmentally appropriate, inquiry-based experiences that address multiple learning styles of young children.
- “The Zula Patrol: Mission Weather” – a hands-on exhibit that appeals to kids and parents alike, as they learn about what “makes” clouds, rain, wind, temperature and other weather phenomena. It has traveled to leading educational venues such as the Adler Planetarium,

the Buffalo Children's Museum, COSI in Columbus, OH and is now at the EcoTarium in Worcester, MA.

- "The Zula Patrol: Under the Weather" – a planetarium-style show scheduled to run on 30 digital dome screens by the end of 2008, including both domestic and international sites such as Houston Museum of Natural Science, Denver Museum of Nature & Science and Papalote Museo del Nino in Mexico City. Ticket sales of "The Zula Patrol: Under the Weather" have been so successful that a second movie is in production!

About ZULA USA, LLC

Zula USA, LLC produces a package of entertaining, educational products that are designed to provide early science education and reading literacy for children in pre-school through second grade. Zula's comprehensive program addresses the national call for science literacy education among the very audience for whom research demonstrates that early intervention is most effective. By reaching pre-kindergarten and early elementary students, Zula can provide a critical foundation in understanding science concepts and content. The television program and its supporting materials provide science education and character-building lessons in an entertaining format that encourages whole family participation. The entire Zula package serves many aspects of learning, promotes literacy, and provides a diverse approach to learning styles. The expert team of educators, writers, scientists, and media specialists works to ensure that Zula delivers a dynamic, focused, fun learning experience for children to learn about the world around them. For more information, please visit: www.zula.com.

About qubo:

qubo® is a bilingual, multi-platform entertainment destination for children that focuses on literacy, values and healthy lifestyles while celebrating the unlimited possibilities of a child's imagination. Formed in 2006 by an unprecedented alliance of leading distribution partners and content players in children's television, including Scholastic, ION Media Networks, NBC Universal, Corus Entertainment and Classic Media, **qubo** offers dynamic content in multiple environments. Currently broadcast on NBC Saturday mornings, ION Television Friday afternoons and Telemundo weekend mornings (check local listings) **qubo** also includes a 24/7 **qubo Channel** and website, www.qubo.com.

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