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“THE ZULA PATROL” AND COSI TEAM UP TO CREATE SCIENCE PROGRAMS FOR MUSEUMS, CAMPS, AND SCHOOLS

BURBANK, CA/COLUMBUS, OH, July 8, 2009 – The award-winning children’s science series, “The Zula Patrol,” and COSI, the nationally-acclaimed science center in Columbus, Ohio, are teaming up to develop programs and resources for museums, schools, and other child-and-family-oriented destinations across the U.S. The announcement was made today by Deborah M. Manchester, Ph.D., creator of “The Zula Patrol,” and Kim Kiehl, Ph.D., Senior Vice President & Chief Strategy Officer of COSI.

Featuring a colorful crew of wacky aliens who explore the Galaxies, “The Zula Patrol” is a CG-animated, Parents Choice Award-winning TV series that airs Saturday mornings on NBC as part of the qubo programming block, and on public television stations and in Spanish on Telemundo. COSI - recently named the #1 science center in the country by *Parents Magazine* - features more than 300 interactive exhibitions, and has welcomed over 20 million visitors from around the globe since opening in 1964.

“Zula’s mission – to trigger children’s curiosity about how things work in the world around us, and inspire them to be lifelong learners – is a perfect complement to COSI’s ground-breaking work in hands-on science education,” said Dr. Manchester. “We’re very excited about partnering with COSI to create innovative Zula-themed activities to engage current and future generations.”

“COSI is very excited to be partnered with Zula! They, like us, believe that learning is best accomplished by engaging children and their families in activities that are both fun and educational,” said Kim Kiehl. “Everything about Zula is high quality and we are excited to be working with them to create programs and exhibits so other museums can share the fun of learning with *The Zula Patrol* characters!”

The multi-year partnership between Zula and COSI includes several major initiatives, with others to be added in the future. They are:

- the creation of curricula for Zula-themed workshops, birthday parties and overnight events that will be available for sale and distribution to thousands of museums, camps, schools, and other similar destinations.
- the development and distribution of “Zula Science Stations” –portable interactive exhibit modules based on topics from “The Zula Patrol” TV show – that can be used in conjunction with these events, or on their own.
- a marketing campaign to build awareness and subscriptions for ZulaWorld.com, the incredible new online destination for kids six and older, developed by Zula in collaboration with IBM. A cornerstone of the campaign is a ready-made fundraising component being offered to hundreds of children’s museums and science/technology centers across the U.S.

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About Zula USA, LLC

Zula USA, LLC produces a package of entertaining, educational products that are designed to provide science education and reading literacy for children in pre-school through third grade – a group for whom early exposure and intervention has proven most effective. Zula's comprehensive program addresses the national call for science literacy education among pre-kindergarten and early elementary students, providing a critical foundation in understanding core concepts and content. The television series, website, classroom curriculum, online technology component, ZulaWorld.com, and other supporting materials provide science education and character-building lessons in an entertaining format that encourages whole family participation while also offering 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 COSI

COSI is Columbus, Ohio's dynamic Center of Science and Industry - named America's #1 science center by Parents Magazine. COSI brings science to life through more than 300 interactive experiences, world-class exhibitions, the 7-story Extreme Screen Theater, an outdoor science park, a special area for young explorers from birth through kindergarten, and the country's only high-wire unicycle. COSI features something new to discover every day, including live shows, special events, family programs, overnight and summer camps, and challenging workshops for students and teachers. Created in 1964, COSI has served over 25 million people through our 320,000-square-foot science center and our nationally-recognized outreach programs, including COSI on Wheels and Electronic Education. Let COSI open the door to real science and real possibilities for you: visit www.cosi.org.