

KIDS FIRST!® Gives So Smart! Baby's First Word Stories All-Star Recognition in Organization's Latest Round-up of Outstanding Media Programming

March 5, 2010; So Smart!'s latest DVD line, Baby's First Word Stories, has been awarded an All-Star ranking from the KIDS FIRST!® foundation. KIDS FIRST!®, also known as The Coalition for Quality Children's Media, is a national, nonprofit organization founded in 1991 whose mission is to teach children critical viewing skills and to increase the visibility and availability of quality children's media. KIDS FIRST!® evaluates, rates and endorses children's films, DVDs, CDs, TV shows and games using volunteer, community-based juries of adults and children from diverse backgrounds and offers a variety of means to showcase and enhance consumer awareness of sponsored products. The Coalition is a voluntary collaboration comprising more than 100,000 media professionals, lobbyists, policymakers, child advocates, educators, parents and families nationwide.

Baby's First Word Stories, for children 1-3, is an interactive experience that encourages parents to view the DVDs with their little ones. Gently paced, with smooth transitions, simple images and minimal camera effects, each DVD starts with words about objects, then builds sentences and stories around them. The easy-to-follow present tense narrative, combined with the repetition of simple "key" words, ensures that young viewers will be able to grasp basic language at a pace that is just right.

Featuring the animated characters Edward, Iggy, Dee Dee and Larry, the six 30-minute DVDs are "House," "Pets," "Outside," "Get Dressed," "We Go" and "Nighttime." Each Baby's First Word Stories DVD includes a bonus printable Activity Guide with eight pages of games and activities that caregivers and children can do together. The Activity Guide also includes viewing guidelines to give parents ideas for how they can interact with their child as they watch together. So Smart! also has a Baby's Beginnings DVD line for the younger set, and King Otis and the Kingdom of Goode DVD line for toddlers ages 3+.

For more information on KIDS FIRST!® and the honorees, visit <http://www.kidsfirst.org>. For free, printable activities and more information about So Smart!, visit www.sosmart.com or find their fan page on Facebook under "So Smart Productions."