

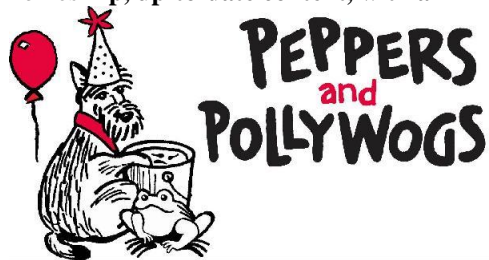


Peppers and Pollywogs Launches Online Services, Book - Makes Kids' Party Planning a Piece of Cake!

Seattle, WA (September 2007) -- With a target market of 40 million kids in the US alone , [Peppers and Pollywogs](#) makes planning kids' parties a piece of cake. "Parents are spending an average of \$250 and 25 hours planning their kids' parties. Yet, I believe that no matter the budget or the amount of time a parent has, a creative party can always be planned," says Lisa Kothari, who founded Peppers and Pollywogs in 2006.

Drawing on the expertise of Lisa Kothari, who is currently on a [national book tour](#) promoting her new book - [Dear Peppers and Pollywogs...](#) the site boasts a content library of over 800 party articles, detailed profiles of entertainers and venues, and a place where poets and graphic artists meet their customers via Request-a-Rhyme and Card Central. The site combines **hip, up-to-date content, with an innovative platform** to meet market demand.

In an industry where word-of-mouth recommendations are important , Peppers and Pollywogs has designed its entertainment directory to meet market demand with the following features:



- **Better user experience** - Uses AJAX
- **Uses web as a platform** - including photos and videos from Mixpo (a Seattle-based video sharing startup) , reviews from Yahoo Local, and availability information from Google Calendar
- **Social Networking** - Integrates with Facebook to **share friends' recommendations**
- **Entertainers and venues** control their profiles (except reviews), and **easily update information without having to pay an HTML-savvy person** to make these changes.
- Unlike other sites, like Sampa and Google Pages, which provide too many features that intimidate an average person trying to create a web page for a business, **our entertainers and venues provide relevant information by answering specific questions about their product or service.**

Through a revenue-generating platform that, to date, includes cards and custom rhymes, Peppers and Pollywogs makes it easy for independent graphic artists and poets to provide their services to customers without having to worry about setting up their own infrastructure to drive traffic, collect payments, and deliver their services. By taking care of these hassles, Peppers and Pollywogs allows them to provide targeted party services at a low cost. The bottom line: customers benefit.

Peppers and Pollywogs is 18 months old, raised a seed round of funding in late 2006, and [traffic is growing](#) by 25% each month. Peppers and Pollywogs looks to not only earn revenue via advertising, but also through relevant product offerings, such as its cards and rhymes. Second, showcasing expertise in this market niche through a tangible product like Lisa's book is an unconventional method for not only earning revenue, but also simultaneously building profile and increasing web traffic.



For more information on Lisa Kothari and Peppers & Pollywogs, log on to www.PeppersPollywogs.com or contact Kelly Anderson at Clover Public Relations.

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