



Webkinz World Opens 'The Caring Valley' To Help Members Learn About Giving

WOODBRIIDGE, CANADA, April 2009—Webkinz World®, the leading children's online play space, has now opened The Caring Valley™. Members who purchase specially-tagged Webkinz Caring Valley pets will be able to activate a Feature Code that lets them learn and play in this special area of the site.

Each section of the Valley introduces members to various child-focused charities. In the "Making Dreams Come True" section, the initial charity featured is 'Make-a-Wish Foundation®'. "Learn for the Future" highlights 'Free the Children'. Another section called, "Healthy & Happy" talks about 'Save a Child's Heart'. "Dare to Discover" spotlights medical research conducted by 'Sick Kids Foundation', while the section called "Caring Round The World" talks about 'UNICEF'. Each section will have a link that allows members to visit the charity's own website and learn more.

Members who activate their Caring Valley Feature Code will receive 4 virtual saplings to plant in the sections of their choice within The Caring Valley. The forest will flourish, reflecting everyone's choices. After all 4 saplings are 'planted', members receive their own customizable Enchanted Tree to plant in their Webkinz World yard. Every month, a different Caring Valley pet will be available and a new virtual Enchanted Tree will be created. Members will also receive bonus KinzCash and a virtual exclusive item for their Webkinz World pet's room!

Webkinz Foundation is donating \$1,000,000 to child-focused charities.

The Caring Valley. Something wonderful happens when you show you care.

