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EYETIMER ENABLES PARENTS TO LIMIT CHILDREN'S TV, COMPUTER, AND VIDEO GAME USE

Pediatrician "Dr. Mom" Publishes Report on Parenting "Media-Hooked" Kids

New York, NY, November 10, 2003 – EyeTimer today announced the launch of a groundbreaking, patent-pending tool that allows parents to set limits on the time their children spend using television, computers, and video game consoles. This parental aid helps parents regulate their children's exposure to high-tech media stimuli.

According to a report re-issued last week by the American Academy of Pediatrics (AAP), excessive TV viewing may be responsible for the 'epidemic' of attention deficit disorder, behavioral problems, faltering academic abilities, language difficulties, and weak problem-solving skills reported by teachers throughout the United States.

"It's frightening that, on average, young people today clock over 30 hours per week in front of TV, computers, and video games" said Mr. Richard Cohen, president of EyeTimer, adding, "EyeTimer enables parents to set reasonable limits for their children for all of the electronic entertainment devices in their home."

The tamper-proof EyeTimer system empowers children to decide when to watch TV, use the Internet, or play games -- parents decide for how long. A proprietary EyeTimer feature called Study Mode™ allows children to access word processing and other schoolwork-oriented programs. The EyeTimer system can be purchased online at www.eyetimer.com and is reasonably priced with systems starting at \$39.95.

"We know that too much TV and Internet exposure diminishes children's social skills, increases violent acts, decreases physical activity, and contributes significantly to the growing problem of childhood obesity" stated pediatrician Marianne Neifert, M.D., nationally known as "Dr. Mom." "As children have increased access to technology at home, parents cannot ignore the negative health effects and must take steps to limit excessive exposure."

How EyeTimer Works:

- 1 Parents set a Time Budget for each child. (For example, one to two hours of entertainment per day or 5 to 10 hours per week.)
- 2 Children sign on to EyeTimer when they want to watch TV, play video games, or use the computer.
- 3 EyeTimer then turns on the selected device via a small wireless transmitter.
- 4 When time's up, EyeTimer turns off the device.

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EYETIMER LAUNCH (cont'd)

Changing the Dynamics of American Families

EyeTimer effectively solves many parent-child conflicts surrounding the use of electronic entertainment, allowing parents to:

- Be a parent, not a watchdog
- Teach responsibility and the basics of time management
- End arguments over time spent on the computer and watching television
- Prevent marathon TV sessions and eliminate video game “zone outs”

Mr. Cohen added, “Almost immediately, parents using EyeTimer report fewer arguments with their children. And because children must plan their entertainment schedule according to their Time Budgets, they are learning self-discipline and time management skills much earlier than their peers.”

“EyeTimer has definitely made my family more aware of the time they spend on TV, Playstation, and computer. Now, my kids spend more time outside playing with their friends,” said Keith Budurka, father of two teenagers in Wilkes-Barre, PA. “I’d much rather see them running around outside than hunched over playing games on the computer.”

Tips for Parenting Distracted Kids

EyeTimer will also focus its efforts on providing parents with advice on how to parent “media-hooked” kids. Marianne Neifert, M.D. (Dr. Mom) has published a comprehensive report on this topic, available exclusively at www.eyetimer.com. Following are some highlights:

- Schedule “Turn Off the TV Night” in your home and plan a family activity like puzzle making, scrabble or other board games.
- Create weekly incentives for children to complete all chores by rewarding them with additional electronic minutes when schoolwork or household cleaning is complete.
- Use tools, like the EyeTimer system, to set limits on your child's use of electronic entertainment and instill practical time-management skills.
- Set children on a trajectory of discovery outside of the home with weekly trips to the library, children's museum, zoo, or park.
- Create a family book club and discuss favorite books once a month at a family dinner.
- Be a positive role model for your kids by establishing your own computer and television allowances.

To learn more about EyeTimer or the parenting report from Dr. Mom, please email support@eyetimer.com

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