



KidsLink Fact Sheet

What:	<p>KidsLink is an invite-only app (available for the iPhone in the app store) for moms to securely track and share information on her kids and stay connected with her closest friends - all in one place.</p> <p>KidsLink helps Mom manage “being Mom” by allowing her to:</p> <ul style="list-style-type: none">• Securely access important documents on her child/children at anytime and from any device via the KidsLink Vault.• Safely share and engage with her friends, husband and family while preserving her children’s digital legacy• Auto-scrapbook important milestones and moments on each child via the KidsLink Storyboard.• Privately communicate with designated close friends and family via the Kidslink Newsfeed.
When:	<p>KidsLink officially launches and becomes available to the public in September 2014, but has been available in select Atlanta preschools since June 2013.</p>
Where:	<p>KidsLink offices are in Atlanta Tech Village in Atlanta, Ga.</p> <p>The product is currently being utilized by 2,500 Atlanta Moms with children at the following schools:</p> <ul style="list-style-type: none">• Peachtree Presbyterian Preschool• First Presbyterian Preschool• The Preschool at Peachtree Road United Methodist Preschool• The Cathedral Preschool
Who:	<p>KidsLink key executives are:</p> <ul style="list-style-type: none">• Chris Morocco - chief executive officer• Joey Katzen - chief product officer• Frank Newlands, MD - executive vice president, healthcare• Adrienne Johnston - vice president, user experience <p>KidsLink exclusive regional partners are:</p> <ul style="list-style-type: none">• Piedmont Healthcare - Atlanta• Piedmont Medical Center - Rock Hill, S.C.
Why:	<p>KidsLink was founded on the premise that the job of being Mom is one of the toughest to manage in the world, but the most under-served from a technology solution standpoint.</p>
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