



FOR IMMEDIATE RELEASE

Contact:

Shari Misher Stenzler
212-759-2800 ext. 1
shari@londonmisherpr.com

OR

Stephanie Ramirez
888-627-5999
marketing@strollerstrides.com

**KIDVILLE, 8MOMS PARTNERS WITH STROLLER STRIDES TO OFFER
EXCLUSIVE DEALS TARGETED TO MOMS**

NEW YORK, N.Y. - MONDAY, NOV. 21, 2011 - [Kidville](#), parent company of 8moms, a mom-centric website featuring exclusive daily deals curated especially for moms and families, today announced a partnership with Stroller Strides, the countries largest [pre-natal and post-natal fitness](#) program for new moms and their babies.

Under the partnership agreement, Stroller Strides will collaborate with 8moms to offer exclusive daily deals to its community of moms. In turn, Kidville and Stroller Strides will jointly promote Stroller Strides award-winning mom fitness programs and the highly acclaimed Kidville classes and parties to moms all over the United States.

Kidville, named 'best of' by New York Magazine, is the premier upscale facility for childhood enrichment programs worldwide, operating across the globe in New York, California, Dubai among others.

"We are excited about this partnership with Stroller Strides and eager to reach their large and loyal Mom user base with our exclusive 8moms deals and acclaimed Kidville classes," said Andy Stenzler, CEO of Kidville, Inc. "Stroller Strides is a perfect synergistic business to join our growing list of partners and a great way for us to continue to expand our targeted demographic," he adds.

"With so many deal sites available, I was so happy when I found out that Kidville, the place where so many of my friends go with their kids, had launched 8moms, a deal site specifically for moms like me." said Lisa Druxman, Chief Executive Officer of Stroller Strides. "Kidville is a perfect partner for Stroller Strides. I know that our moms will appreciate the quality and uniqueness of the products from the 8mom site!"

###

About Stroller Strides

Ranked by [Entrepreneur Magazine](#) as one of the Top New Franchises and Fastest Growing Franchises 2007 - 2011, Stroller Strides offers classes in more than

1,300 locations in the United States and Puerto Rico. The hour-long classes emphasize cardiovascular activities and muscle-strengthening exercises using resistance bands and strollers, allowing moms to interact with their babies throughout their workout. To further assist mothers in all aspects of their lives, [Stroller Strides](#) partners with [lucy®](#), [Plum Organics™](#), [Revolution Foods™](#), [LUNA®](#) and [BOB®](#). For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.

About Kidville and 8moms

Named 'Best of' by New York Magazine and given a five star "extraordinary" customer rating in The Lila Guide: New Parent Survival Guide, Kidville operates large, upscale facilities, catering to young children and their families. In addition to offering a wide range of developmental classes for newborns through six year olds, including Little Maestros, Run Wiggle Paint & Giggle, My Big Messy Art Class, Big Muscles for Little Babies, Kidville Gymnasts, Kidville Sports and Kidville University (Kidville's Pre-School Alternative Program), Kidville also features an indoor playground, a retail boutique, and birthday parties for children up to age nine. Silver Membership is free with enrollment in any Kidville class, while upgrades to Gold, Platinum and Diamond levels are also available. Kidville operates locations across the globe including New York City, Dallas, Miami, Dubai, and Mumbai.

Kidville is also the parent company of 8moms a daily deal website geared toward sophisticated and savvy moms. Each 8moms deal is presented by one of 8 'mom' avatars, each with her own personality and style. Visit Kidville on the web at kidville.com. Check out 8moms deals at www.8moms.com.

This press release contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 (PSLRA) regarding our expectations, beliefs or intentions regarding our business, financial condition, strategies or prospects. Forward-looking statements are based on management's estimates, assumptions and projections, and are subject to uncertainties, many of which are beyond our control. Actual results may differ materially from those anticipated in any forward-looking statement. Forward-looking statements speak only as to the date they are made, and we undertake no obligation to update any forward-looking statement. This press release is not a franchise offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

SOURCE Kidville