



1 What is Readeo?

Readeo is a Chicago-based company that is pioneering a communication tool to allow children and their families to read together in real time over the Internet. Readeo integrates video chat with children's books to create an experience we call BookChat™. Intended for picture-book age children and their families, BookChats on Readeo provide an opportunity for families who are apart to simultaneously share a story together.

2 What equipment will I need?

Users will need a computer with broadband internet access and a webcam. The site uses browser-based technology, so no downloads are necessary to use the site.

3 How much does it cost?

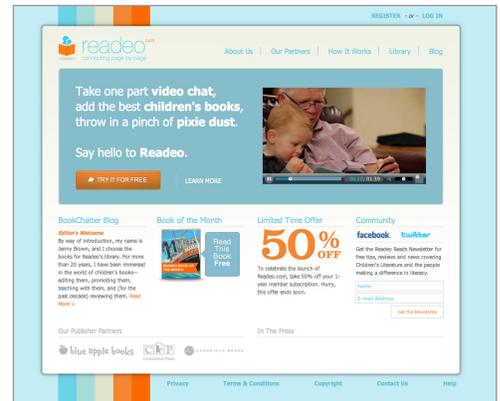
Users can sign up to Readeo as Guests or Members. Guests sign up for free. Members pay \$9.95 per month or \$99.95 per year for a subscription to the site. The major difference between the Guest and the Member account is that Members can read any book at any time with anyone. Other than the Book of the Month, Guests can only read entire books when connected to a Member in a BookChat.

4 What's in the Readeo library?

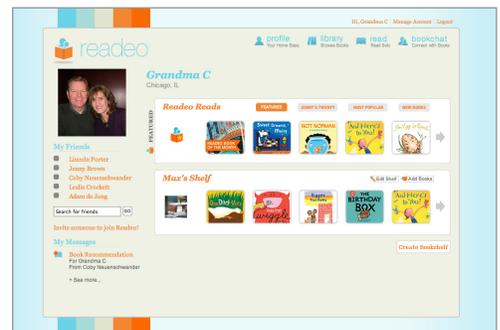
Readeo has partnered with major publishers to provide the very best children's books online. Readeo's current Library includes titles from Blue Apple Books, Candlewick Press, Chronicle Books, and Simon & Schuster Children's Publishing.

5 As a member of the press, how can I check out the features of the site?

You can sign up for a guest account and try all of the functionality on the site. We are also happy to provide you with a free Member test account. E-mail tracey@mmpublicity.com with "Readeo" in the subject line and we'll be happy to set you up.



Readeo.com Home Page



Readeo Profile Page



Readeo BookChat™

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