

FOR IMMEDIATE RELEASE
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Kinderdance® dances its way to growth

Kinderdance International Inc. based in Melbourne, FL. with over 115 franchisees in the United States and Worldwide announces today that in these troubled times its franchisees have seen a growth in sales of 15% for the 2007-2008 year.

“While that is fabulous news for all of our franchisees I would like to point out that it means that more children have benefited from our movement programs in the nations fight against childhood obesity,” said Carol Kay Harsell, Co-Founder and CEO of Kinderdance®. “We are so proud of the hard work of our franchisees that made this happen,” Harsell adds.

Kinderdance® believes the growth in business is a result of recent focus on childhood obesity in young children. According to the Centers for Disease Control and Prevention, the childhood obesity rate has doubled for preschool children aged 2-5 years and more than tripled for children aged 6-11 years. Parents are looking for programs such as Kinderdance® to offer movement and health education for their children.

To save on gas parents have the convenience of Kinderdance’s® five movement programs in childcare centers, fitness centers, schools, and other viable locations in their community. “We go to where the children are, and the parents enjoy this convenience,” says Bernard Friedman, Co-Founder and Executive Vice President of Kinderdance®. “That is why we are growing while the economy is floundering.”

Kinderdance® places emphasis on building self-confidence and self-esteem in children through learning to share, lead, interact and respond to others needs as well as their own. Children learn through a professionally researched and proven curriculum of “hands on” dance, motor development, and fitness instruction combined with educational tutoring taught by fully trained Kinderdance® instructors.

Kinderdance® has been steadily expanding since its founding in 1979. Since then they have taught hundreds of thousands of children and now, each week, over 12,000 children participate in its programs.

For more information on Kinderdance International Inc. and its programs including Kinderdance®, Kindergym®, Kindertots®, Kindercombo™ and Kindermotion® call 1-800-554-2334 or visit us at www.kinderdance.com.

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