



**Students and Parents give a new educational program an A+
-It's all About Kids sees tremendous growth in first six months of operation-**

HONOLULU, Hawaii (January 30, 2006) – Still in its infancy stage of operation, Hawaii-based It's All About Kids (IAAK), has hit the ground running. Just recently named as a state-approved provider to deliver federally funded academic services to economically disadvantaged children as a part of the No Child Left Behind Act, IAAK started its first program at the Boy's and Girl's Club of Hawaii on June 20, 2005, and has already had to move offices three times to make room for an increase in employees.

It's All About Kids, now operating in 28 schools across the island, has already signed up 750 children eager to start their educational journey. "The growth has been amazing," said Brett Seitman, Chief Executive Officer, "we started with five employees and in just six months we have increased our staff to 275 full and part time workers." Starting off in a 250 sq. ft. office to house its five employees seemed practical at the time, however, Seitman soon found himself looking for a larger office (1,250 sq. ft.) just a couple of months later. With barely enough time to unpack, they moved again this month to a 2,300 sq. ft. office space so they could add an in-house training facility.

This quick growth can be attributed to the great need for a program like this and with report cards coming out this month, it is a great time to remind parents that this program is available. Many parents may not know how their child is really doing in school until the report card is distributed. Since the program comes to the school or nearby community centers, it is a wonderful way for student's to get the attention they need.

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It's All About Kids, LLC

99-080 Kauhale Street, Suite C-20, Aiea, HI 96701

(808) 487-KIDS (5437)

(808) 487-3150 fax

www.smartkidshawaii.com



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“I have fun – it’s wonderful to see the kids’ reaction to it, hear them ask when the class will be starting, and to see their disappointment when it is not an IAAK day,” said Jane Kihewa of the Halepono Boys and Girls Club in Ewa Beach. Aunty Jane, as she is affectionately called by her students, enjoys seeing the progress that the children are making. “I hear from the parents that the teachers are asking what the kids are doing different because they have changed in class,” continued Aunty Jane, referring to one child who could barely read simple words before the program and had accelerated his reading level in just a short time.

The rewards program has also been very successful in encouraging students to participate in this innovative program. Kids love to see their progress in a tangible way. IAAK recognizes each student’s progress through a system that they can relate to – rewards. For parents, the proof may be in the improving grades, but for students, they actually receive reward coupons for their academic progress to some of their favorite places like Pizza Hut, Taco Bell and Jamba Juice. They are proud of the recognition and show them off to friends because it was earned for their hard work and progress.

In March, the state will give out the Hawaii State Assessment test, which will measure the achievement of the Hawaii Content and Performance Standards. At this time the tables will be turned and IAAK will be the one receiving its first report card that can help to show how they are doing in terms of improving its student’s academic skills.

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It's All About Kids (IAAK) is a Hawaii based company that provides supplemental educational services (SES) to kindergarten through 8th grade students of Hawaii in accordance with the No Child Left Behind Act (NCLB). IAAK's fun, innovative, computer based educational curriculum (CompassLearning™) is designed to improve students' core academic skills while motivating them to embrace learning and scholastic achievement. IAAK's primary goal is to inspire children to **learn, lead and succeed.**

It's All About Kids provides after-school, weekend, and summer tutoring programs to eligible students at all eligible Oahu elementary and intermediate public schools, the Boys and Girls Clubs of Hawaii, Pacific Gateway Center, and other community centers throughout the island. IAAK's innovative technology, its commitment to providing each student with individualized attention, and its energetic and dedicated coaching staff enable students to make considerable academic gains while building their self-confidence.

Under NCLB, economically disadvantaged families whose children attend schools that have been identified as being "in need of improvement in Year 2 " have the right to select a state-approved SES provider to deliver federally-funded academic tutoring services to their children. NCLB requires public schools to set aside a portion of their Title 1 education funds to pay for these services.

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Media Contact:
Jon Bryan
Nothing but results
(808) 947-1011
jbryan-nbr@hawaii.rr.com

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