

MEDIA ALERT

FOR IMMEDIATE RELEASE

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Tessa, of Dancercise Kids, Wins The National Parenting Center's Seal Of Approval For New Children's Music CD

Respected Product Review Body Recognizes Dance It! For Its Educational and Entertaining Music

Minnetonka, Minn., May 6th, 2009 – Dancercise Kids[®], a provider of educational fitness and dance activities for young children, today announced that its founder, Tessa Pfeifer, has won a Seal Of Approval from The National Parenting Center for her new CD “Dance It!”. According to the independent testing panel, the CD “really impressed...with its ability to entertain and educate”, and that “parents felt it was a superb way to reinforce and retain the messages.”

The National Parenting Center's Seal of Approval program is an independent testing procedure conducted to judge a variety of products introduced and marketed to the parent/child consumer market. Importantly, the panel of testers is comprised of real parents and real children, making the assessment highly credible for consumers. At a time when parents are increasingly pressed for time and money, they are turning to trustworthy sources such as The National Parenting Center to help them choose the most appropriate quality products for their budgets.

"I'm obviously thrilled by this award and the recognition," says Tessa. "We've always had confidence in our music as a source of entertainment and education for kids, but I'm especially excited to receive the recommendation from such a genuine review process. We hear reminders every day of the benefits of encouraging kids to get active and to learn healthy lessons, so it's gratifying to have the positive impact of this music appreciated by other parents and children."

Dance It! comprises fifteen upbeat tracks with catchy melodies, refreshingly original lyrics and a variety of rhythms that get kids moving and using their imaginations. The songs reinforce important messages about manners, safety, making friends and other parent-friendly topics in a fun, active way, and help Tessa's music stand out from a crowded field of children's music. Dance It! is available now at CD Baby, at www.dancercise.com and through online retailers including Apple's iTunes[®] store and Amazon.com.

Tessa Pfeifer has been dancing, singing and performing since her early childhood. Having created Dancercise Kids as a successful dance and fitness program across multiple states, she is now concentrating on making the music, activities and lessons accessible to a wider audience through CDs, DVDs, Activity Books and select media partners, for consumption in every home. Find out more at www.dancercise.com/pressroom

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