



Dear Applicant,

Thank you for your interest in the 2010 Goddard Systems, Inc. Preschooler Approved Toy Test.

Enclosed is the official entry form, testing guidelines/criteria, shipping information and frequently asked questions.

Before you submit your application, please make sure that your toy meets all the following criteria:

- ✓ It can be readily purchased by November 1, 2010
- ✓ It is appropriate for ages 2-6
- ✓ The toy encourages playful learning
- ✓ You will be required to send one sample. If selected as a finalist, you must be willing to provide 20 samples of your product. Samples will be sent to individual schools for testing purposes. If you are not a finalist, you will not be required to send additional samples.

We are happy to let you know that there is no submission fee to enter our toy test.

Completed forms can be e-mailed to mb@childsplaypr.com or faxed to 212-488-2059. You can also mail your form to:

Goddard Toy Test
Attn: Marie Baker
135 W. 29th St, Suite 701
NYC, NY 10001

All submissions are due by October 10, 2010.

If you should have any questions, please do not hesitate to contact me at 212-488-2060 ext. 14.

Best,
Marie Baker
Child's Play Communications on behalf of The Goddard Schools





PRESCHOOLER APPROVED TOY TEST

2010 OFFICIAL ENTRY FORM

Important Dates:

Submission Deadline is October 10, 2010

Submit One Entry Form Per Product Sample (ONE Sample Required Initially)



PRODUCT INFORMATION (Please complete all fields.):

Product name: _____

Brief description (note key features including why the product encourages playful learning):

Company/Manufacturer: _____

Product/Company Web site: _____

Year released: _____

Suggested age range: _____

Price: _____

Where can this item be purchased? (Store, web site, etc.): _____

ENTRANT INFORMATION:

• **Primary Contact:** _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

URL: _____

• **Secondary Contact:** _____

Phone: _____ Email: _____

SUBMIT YOUR ENTRY FORM:

All applicants must e-mail their entry forms and tracking information (if available) to mb@childsplaypr.com or fax to 212-488-2059. All entries must be received by October 10, 2010.

You may also mail a copy to:

Goddard Toy Test
Attn: Marie Baker
135 W. 29th St, Suite 701
NYC, NY 10001

SHIPPING INFORMATION:

- 1) Each package must include one finished product sample and one copy of the completed entry form for each submission.
- 2) You must provide the batteries if your product requires them.
- 3) You may enclose supporting press materials (optional).
- 4) All samples must be received by October 10, 2010.

Please ship (1) sample to:

Goddard Systems, Inc.
ATTN: Sue Adair, Toy Test 2010
1016 W. Ninth Ave
King of Prussia, PA 19406

REQUIREMENTS, CRITERIA AND SHIPPING INFORMATION

Eligibility Requirements:

- 1) All toys eligible for submission do not need to be recent releases but must be available for purchase by November 1, 2010.
- 2) Only finished products are eligible for submission.
- 3) Entries must be appropriate for ages 2-6.
- 4) If selected as a finalist, you must be willing to provide 20 samples for testing purposes.

Submission Fees:

There is no fee to submit your entry.

Submission Requirements:

- 1) One sample of each product.
- 2) One copy of a completed entry form for each submission.
- 3) Supporting press materials (optional).

The Goddard Toy Testing Committee selects finalists based upon the following criteria:

- Interactive, child-initiated play focus
- Creative, social, or engaging
- Appropriate for ages 2-6

Chosen finalists will be notified and required to send one product sample to each of the 20 Goddard Toy Test schools. Winners will be announced in November.

Goddard Toy Test Shipping Information:

Goddard will not accept COD or "postage due" packages.

Please ship (1) sample to:

Goddard Systems, Inc.
ATTN: Sue Adair, Toy Test 2009
1016 W. Ninth Ave
King of Prussia, PA 19406

Please Note: Specific results of product evaluations will not be released. Products submitted to the Goddard Toy Test will not be returned. All samples will be donated.

FREQUENTLY ASKED QUESTIONS

Who is Goddard Systems, Inc.?

Recently named #1 Childcare Franchise in the United States, by *Entrepreneur* magazine, for the ninth consecutive year (January 2010) and one of the Top 200 Franchise Systems (in worldwide sales), by *Franchise Times*, for the third consecutive year (October 2009); Goddard Systems, Inc. (GSI) is expanding The Goddard School® network throughout the United States. Headquartered in King of Prussia, Pennsylvania, GSI currently licenses 360+ franchised schools with more than 43,000 students in 34 states. With a successful system in place and dedicated franchisees, GSI is the acknowledged leader in franchised childcare and a premier childcare provider in the United States.

Who is on the Goddard Toy Testing Committee?

The Goddard Toy Testing Committee includes educators from Goddard Systems, Inc., as well as preschoolers at 20 confidential Goddard School locations.

How will you decide Goddard School's Top Preschooler Approved Toys of 2010?

The committee will evaluate each toy on a number of criteria including play value, age appropriateness and feedback directly from preschoolers.

Can you explain the Toy Test announcement process?

The committee will determine an official list of Top Ten Preschooler Approved Toys of 2010. Winners will be notified. We will distribute a national press release and do extensive media outreach.

If chosen as a finalist, do I have to provide 20 samples?

Yes. We will notify you once your toy is selected as a finalist. Finalists then must send 20 samples, one to each confidential Goddard School location. Detailed shipping instructions will be provided. All toys will then be donated to *Toys for Tots*, or to a local charity of the School's choice.

How long has the Goddard School's Top Toys List been around?

Goddard School's Top Toys list was introduced in 2008 and this is the third annual toy test.

What happens if my toy is selected?

The Top 10 winners will be included in all of Goddard Systems, Inc., and Goddard School's media outreach. Julie Livingston, Goddard School Toy Consultant and noted toy and youth entertainment expert, will be conducting interviews. Previously, as senior director of public relations for the Toy Industry Association (TIA), Ms. Livingston appeared on national and local broadcast programs and is quoted in leading national consumer and business media discussing issues including parenting, education, safety and overall toy industry trends.

If chosen as a winner, will I be able to distribute my own press release?

Once we have announced the winners via a national press release, you are free to distribute your own press release. We will provide an approved messaging guide to assist you. You will also have the opportunity to use the "Preschooler Approved" seal of approval to add to your packaging and/or web site.

When will the winners be announced?

The national list will be released in early November.