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TARGETED TECHNOLOGY SOLUTIONS, LLC

Targeted Technology Solutions, LLC (TTS) is an award winning company that provides custom technology solutions for children. Our belief is that personal computing should enthusiastically engage the participant at a stage that optimally compliments and accelerates their development. Our specialized keyboards are ultimately designed to help toddlers and young children use computers safely for fun and education.

IS YOUR PC TODDLER FRIENDLY?

The award winning myPC keyboard design distinguishes itself as the only **SPILL PROOF, WASHABLE COVERED KEYBOARD** with learning staged-based attributes. The keyboard was specifically customized for toddlers and children who want to enjoy and grow into a personal computing experience without having the computer or peripherals restrict the richness of the experience.

Currently, the **myPC** product is championed by several leading authorities in children's education and technology: The Learning Group and prominent industry researchers. This makes it the ideal product for Parents, Educators and Retailers alike.

Note: According to researchers in the US, toddlers who use a computer develop better learning skills than other toddlers who do not use a computer.

Researchers reported in the Journal of Pediatrics that kids who used a computer three to four times a week got better scores on a test aimed at gauging school readiness and cognitive development. This new study comes after previous ones which indicated superior motor, numerical and literary skills among toddlers who regularly use computers.

Up until now computers and peripherals did not compliment age or staged based learning capacity. The TTS myPC Toddler Friendly keyboard enables earlier entry and transition to technology via a customized, user friendly peripheral.



Targeted Technology Solutions, LLC
the **byte** at the end of the tunnel™

Press Release

Targeted Technology Solutions named one of two Chicago area small business winners in the national Miller Urban Entrepreneur Series Business Plan Competition.

Targeted Technology Solutions, LLC awarded Certificate of Excellence by Miller Brewing Company

Milwaukee, WI, May 3, 2007: Elizabeth Tarpley, founder and President of Targeted Technology Solutions, accepted a Certificate of Excellence along with a \$20,000 grant, from Miller Brewing Company as a 2006 winner of Miller's 7th Annual Urban Entrepreneur Series Business Plan Competition. With a history of supporting upstarts and infusing communities with economic growth opportunities, Miller continues its efforts to identify and shape the next generation of urban entrepreneurs. To date, Miller has supported nearly 80 businesses and awarded more than \$800,000 to viable businesses through this competition.

Targeted Technology Solutions, founded by Elizabeth Tarpley in 2006, is a woman and minority owned high tech start up. Tarpley, and her team of five employees, have spent the last year and a half developing products and seeking funding to support this innovative company, which provides custom technology solutions to individuals and businesses with special needs. .

"It feels wonderful to be recognized by Miller," says Tarpley. The grant will be used to launch their first line of products: a solution suite of hardware, software, and online properties for small children.

The Miller winning will help the company continue on their path of success. "Seed funding avenues are few and far between and it is nice that the Urban Entrepreneur Series was created to help companies like us."

FOR IMMEDIATE RELEASE

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THE GAVAN GROUP

Press Release

The Gavan Group proudly welcomes Targeted Technology Solutions, LLC (TTS) to the New York Toy Show. TTS is an award winning company that provides custom technology solutions for children. TTS CEO and Founder Liz Tarpley says, “Our belief is that personal computing should enthusiastically engage the participant at a stage that optimally compliments the age and potential to accelerate development. Our keyboards are ultimately designed to help toddlers and young children use computers safely for fun and education while growing in their confidence of personal computing.”

The award winning myPC keyboard design distinguishes itself as the only **SPILL PROOF, WASHABLE and REMOVABLE COVERED KEYBOARD** for toddlers and children who want to enjoy and grow into a personal computing experience without having the computer or peripherals limit or restrict the richness of the experience.

Currently, the myPC product is championed by leading authorities in children’s education and technology including The Learning Company and prominent industry researchers. This makes it the ideal product for Parents, Educators and Retailers alike.

The Gavan Group officially recognizes TTS for its innovative genius and compliment to a new genre of technology: **TODDLER FRIENDLY COMPUTING.**

9 a.m. EDT, February 1, 2008

Management Team

Elizabeth Tarpley, President and CEO

Ms. Tarpley has an extensive technology and management background including her position as the Director of Technology at SCORE! Educational Centers, a national children's education company, where she oversaw technology initiatives for 165 retail locations; and Director of Information Systems at the South Side Help Center. Ms. Tarpley holds a BA from DePaul University and an MBA with a concentration in Information Systems Management from Keller Graduate School of Management. She is also the mother of a toddler who has been exploring the computer since she was four months old.

Barry J. Miller, Chief Operating Officer

Barry graduated from the Northwestern School of Law in 1981. He practiced law in Chicago for 17 years and specialized in transactional law covering a broad spectrum of business transactions. A real estate and construction company was founded by him in 1998. As CEO of the real estate ventures, Barry grew both profitably from \$1,200,000 in sales to over \$16,000,000 in the first 5 years of operations. The company grew from 5 employees to over 125 employees. During the last several years, he has been involved in various other successful real estate and business ventures.

Terrence L. Ferguson, Chief Financial Officer

Mr. Ferguson attended DePaul University, where he majored in Computer Science with a minor in Accounting. Mr. Ferguson spent 8 years as a Senior Systems Analyst in the banking industry where he developed an innovative, interactive Management Reporting System. Mr. Ferguson has over 20 years experience as a successful Real Estate Investor, Property Manager Consultant and Mortgage Originator. In addition, he started and operated four companies and assisted in setting up over 10 companies for clients.

Mark Coleman, Sales Director

Mr. Coleman brings 22 years of charismatic leadership in sales and marketing to this already dynamic organization. Mr. Coleman combines 5 years of finance as a Corporate Services Officer at Harris Trust and Savings Bank in Chicago with 17 years of sales leadership and management as a District Sales Manager and Regional Director of Sales for the third largest pharmaceutical company in the world Sanofi-Aventis. Mr. Coleman holds a Bachelor of Science degree in Business Administration with concentration on finance from Virginia Union University in Richmond.

Omar Tarpley, VP Engineering and Design

Omar Tarpley has been in the engineering field for over a decade. As an independent consultant to small businesses, he has helped automate processes via his innovative design vision; he also designed casings for many of the cell phones sold by leading manufacturers that are on the market today. Tarpley has a dual degree in Engineering from North Carolina A&T and Morehouse College.

Anthony Nelson, Art Director

Anthony Nelson is a multi-talented digital media artist that has been working in the industry for over 10 years. His diverse range of skills have also given him the opportunity to work in a larger variety of fields including traditional and computer animation, graphic design, interactive multimedia, video editing, web design, motion graphics and traditional art.

Kimberly Houston, Director of Operations

Kimberly Houston is a self motivated results-oriented leader who has been in the Operations and Human Resources fields for more than a decade. Kimberly was instrumental in increasing branch revenues for a start up company in its first year by streamlining work processes to decrease wage and salary expenses. It is this kind of entrepreneurial spirit Kimberly brings to Targeted Technology Solutions.

Scott Slaby, Product Development Manager

Scott has spent over 10 years in the videogame industry as a producer and designer, working on large scale projects for high caliber publishers like Electronic Arts, Microsoft, THQ, and Take Two Interactive.

myPC Toddler Keyboard

by: Targeted Technology Solutions, LLC



The **myPC Stage One Keyboard** is a personalized computer keyboard designed especially for toddlers' learning styles *and* lifestyles!

Unique Features Include:

- Spill Proof Design
- Washable/Removable Cover
- Oversize Keys for Kid Friendly Computing
- Vowel, Consonant and Number Color Key Distinction
- Ergonomic Mouse Compliments Toddler Usability
- No Period Key Promotes Safe Computing
- Mac & PC Compatible
- Plug and Play (No Unique Software Required)

Manufacturer's Age: 1 to 4

The award winning myPC keyboard design distinguishes itself as the only **SPILL PROOF, WASHABLE COVERED KEYBOARD** with staged-based learning attributes. The keyboard was specifically customized for toddlers and children who want to enjoy and grow into a personal computing experience without having the computer or peripherals restrict the richness of the experience. The Stage 1 Toddler Keyboard is ideal for one year olds to preschoolers and the perfect start to their technology experience.

Manufacturer: Targeted Technology Solutions

Item #: K-800

Suggested Retail Price: \$69.99

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