



CALLAWAY

Callaway Arts & Entertainment announces

MISS SPIDER'S TEA PARTY APP FOR IPAD



NEW YORK, APRIL, 5, 2010. For Immediate Release . . . Callaway Arts & Entertainment is delighted to announce that the *Miss Spider's Tea Party* App for iPad is now available on the App Store. The app is an interactive version of David Kirk's beloved, mega-selling, classic book of the same name, which was first published in 1994 and now boasts over six million in sales worldwide.

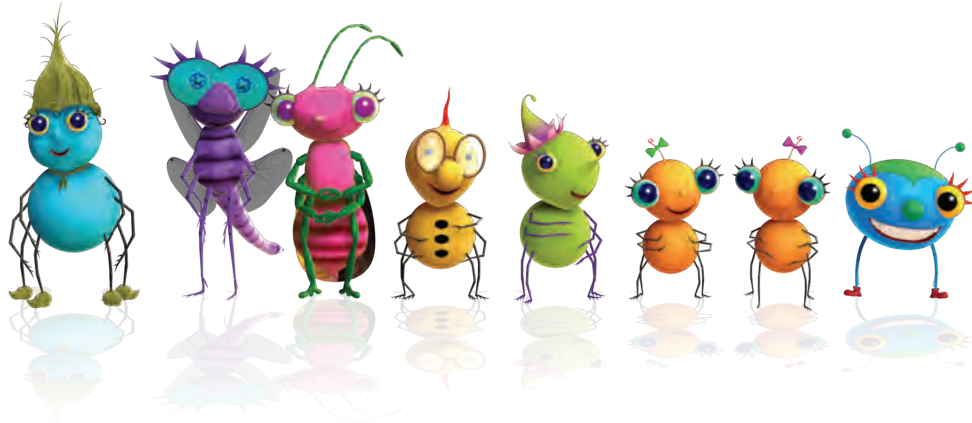
The *Miss Spider's Tea Party* App for iPad ushers this contemporary classic into a new era by converging all media into a dynamic, interactive app. The story is told through state-of-the-art animation, music, and spoken narration that enables a child to enter into the story through multiple pathways. Callaway has also built innovative activities within the app to stimulate a child's creativity and imagination, such as a painting tool, games, and puzzles.

"We are a company rooted in books and the importance of reading, but through the years we have expanded into many forms of media. We have been anticipating the arrival of the iPad for more than ten years," said Callaway Chairman Nicholas Callaway. "This magical device marks the arrival of publishing's future, and we couldn't be more thrilled to be part of its history-making launch."

In its New York City headquarters, Callaway has built a groundbreaking iPad content creation studio, where artists, writers, designers, editors, animators, developers, and programmers are working in seamless collaboration to reinvent the reading experience. The *Miss Spider's Tea Party* App is the first in a stream of multimedia titles in production for the iPad.

The *Miss Spider's Tea Party* App for iPad is available for \$9.99 from the App Store on iPad or at www.itunes.com/appstore.

Callaway Arts & Entertainment is a leading cross-platform media firm that specializes in the creation of unique, compelling content in books, animation, and family lifestyle products. Using a strategic combination of design, production, and storytelling, the company is committed to producing intellectual property that will inform as well as entertain, inspire, and enlighten audiences of all ages. For thirty years, Callaway has crafted some of the most thought-provoking, inventive media in the world using the finest standards of quality and excellence, including Georgia O'Keeffe's *One Hundred Flowers*, Irving Penn's *Passage*, David LaChapelle's *Hotel LaChapelle*, Madonna's books for children, and David Kirk's Miss Spider series. The success of the Miss Spider books inspired a daily animated TV show, *Miss Spider's Sunny Patch Friends*, and Sunny Patch™, a line of thoughtful, trend-setting consumer products.



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