



FACT SHEET

- Be There Bedtime Stories connects families separated by distance through bedtime stories from the web. The webcam or iPad recorded video of a storyteller is placed onto the page of a children's e-book, so families far apart can connect with kids through reading and storytelling! Bedtime stories from the web = Webtime Stories™
- Be There Bedtime Stories was Founded in October 2010
- Headquarters are located in Orange County, California
- Over 250 titles licensed by publishers from educational to character building and from holiday to Spanish language titles including a variety of genres appropriate for ages two to eight years.
- Stories can be read with a webcam or iPad, right off the computer screen
- The e-book is emailed to any # of kids and viewable any # of times, with the video of the storyteller right on the page!
- A strategic partner of Blue Star Families, offering free Webtime Stories and webcams to this nationally leading military family support organization.
- Endorsed by Reach Out and Read, a national leading, research-based organization raising awareness on early childhood literacy.
- The online platform has been awarded the Mom's Choice Award for 'best of the best' in Family Friendly Media and Services.

Learn More: www.BeThereBedtimeStories.com



ABOUT CREATOR/FOUNDER

Alison Sansone began her mission of enabling families to 'Say More Than Just Goodnight' by connecting them through an innovative webcam storytelling platform. Sansone, the youngest of six children and no children of her own, was inspired to create this technology model based on a desire to be a part of her nieces' early childhood development, despite being separated by more than 1,500 miles.

As a proven business woman who created and managed brand identities for multi-million dollar companies, as well as a successful entrepreneur with her own media design company, Sansone embarked on the development of Be There Bedtime Stories. Her experience with video media inspired the business model of connecting families across miles through the simple activity of a bedtime story.

Since the company's launch, Sansone has spearheaded the company's growth and strategic vision. She serves on the steering committee for the Los Angeles Children's Literacy Coalition, a distinguished co-op of nationally recognized literacy organizations. She also serves on the marketing and design team for the 'Read Across CA' campaign launching in March 2012, following the recently passed legislation, ARC 62.



Sansone, an Irvine, CA resident, was selected as a finalist by the Irvine Chamber of Commerce Entrepreneurial Forum in 2011. Be There Bedtime Stories qualified for the competition by receiving the highest number of public votes via the Youtube online voting criteria. Sansone was chosen from over 25 rising business stars, recognized for the best

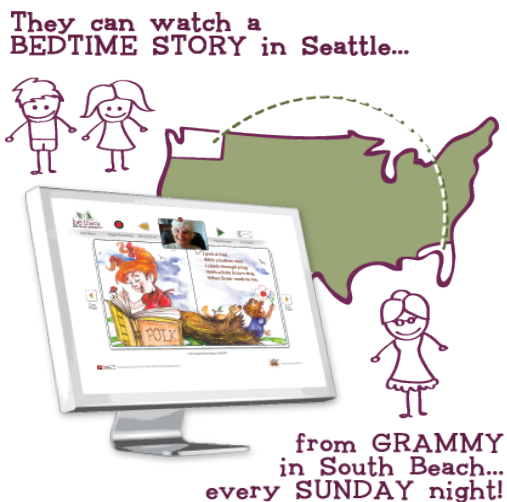
entrepreneurial ideas in 2011.

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MARKET RESEARCH AND USER BASE:

- Grandparents are embracing technology that builds relationships: According to a joint study by Microsoft and AARP, Baby Boomers are enthusiastic early adopters of technologies that align with their values.



- Traveling Parents can 'Be There' for the nightly routine: A rebounding economy and increased corporate profits are expected to boost business travel spending 5% in 2011 over 2010, according to the Natl Business Travel Assoc.
- Military parents and grandparents can 'be there at bedtime' through the

stories and webcams that Be There Bedtime Stories has donated to Blue Star Families, a leading military family support organization. Soldiers read to their kids from overseas, or watch their kids learn to read, through webcam bedtime stories.

- Aunts are also highly motivated to connect with kids: Nearly half of woman in the US, under age 45, are childless; and, as women, they are inherently motivated to connect with nieces and nephews. A new market labeled PANKS - Professional Aunts No Kids - has emerged through the movement of SavvyAuntie.com.

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INTERVIEW TOPICS FOR THE MEDIA

(RADIO, PRINT, TELEVISION)

Alison Sansone is an excellent interview, quick witted, humorous and informative. Alison can share personal experiences and insights with the following tips for listeners and viewers:

Article Suggestions written and available by Alison Sansone:

- How to Build Literacy With These Top Five Proven, Read-aloud Techniques Delivered by Webcam Stories.
- Three Things That You Can Do to Turn Bedtime Story Video Recordings into Unique Family Keepsakes.

Questions to ask in regard to cause partnerships during interview:

- Tell us about Be There Bedtime Stories' alliances with Blue Star Families to keep deployed military members connected to family at home
- Tell us about the ReachOutanRead.org, raising awareness on early literacy.

Questions to ask in regard to Alison's success story during interview:

- How did you get the Mom's Choice Award Winner honor as 'best of the best' in Family Friendly Media and Services.
- What was the biggest risk that you took?
- How do you effectively grow and continue to build your business?

SUGGESTED TARGET AUDIENCE:

* Mom-preneurs * Grandparents * Military Families & Family Focused

FOR Interview clips and links with Alison, please visit-

<http://www.betherebedtimestories.com/about-us.aspx>

Learn More: www.BeThereBedtimeStories.com



To book Alison Sansone for an interview, please contact:

Alison@betherebedtimestories.com, ph.949.394.1714

“It’s the experience that begins with storytelling and ends with the imagination of a child that drives our passion to enable families to ‘Say More Than Just Goodnight.’ ~ Alison Sansone, Creator

CONNECT WITH BE THERE BEDTIME STORIES:



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