



FOR IMMEDIATE RELEASE

**VETERAN TV EXECUTIVE PHYLLIS SCHWARTZ NAMED CEO FOR
THE JUMPITZ - HOLLYWOOD'S HOTTEST EMERGING CHILDREN'S
ENTERTAINMENT GROUP**

***Former CEO Laurie Jabbar Moves to EVP and Chief Creative Officer
as Phyllis Schwartz Takes the Helm***

(San Diego, CA & Dubai, UAE– September 2009) – [The Jumpitz®](#), the award winning children's entertainment group, today announced veteran television executive Phyllis Schwartz as its CEO. The company, founded in 2007 and lead by veteran investors, executives and entrepreneurs Masood and Laurie Jabbar, was created to provide children and their parents with educational and entertaining interactive content across an array of both traditional platforms: television, DVD and live concerts, as well as emerging media platforms such as IPTV, VOD, mobile and more. The Jabbars have brought Ms. Schwartz into the fold to round out the company's impressive [team of award winning writers, producers, choreographers and directors from Hollywood](#). The Jumpitz, a highly talented group of singers, dancers and entertainers, are delivering an interactive educational message to young people everywhere, receiving rave reviews for their content, live performances around the country and special events for Hollywood parents and their kids including [Tori Spelling, Kristy Swanson, Ali Landry, Rene and Scott Baio, and more](#).

In the Middle East, [The Jumpitz®](#), are represented by Tech Access, through their media division, Tech Access Media Solutions. Adrian Wood, their General Manager stated "this shows that the company continues to seek out the best talent in the industry in order to grow the business to the next level".

"Today, children are exposed to so many tough messages and we think we can provide an engaging environment in which kids and parents can interact and learn about a diverse world they can feel good about. We believe our multi-platform offering has the ability to reach all children and families, whether they're down the block or overseas," Schwartz states. "I'm thrilled by the opportunity to provide high-end 'edutainment' offerings to children everywhere, and am lucky to have the support of such a dynamic and experienced team."

Along with several high profile appearances (LEGOLAND, a three city tour with Kidsfaire, and more), the company is releasing three new [DVDs](#) along with a host of

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other interactive programming including 20 new shorts, each set to a new original song; custom playlists; and two CDs September 14, 2009. The company's first DVD release, "[Celebrate Animals!](#)," has received acclaim and awards from well respected organizations including Parent Choice, NAPPA, Dove Foundation, Kids First, and more. Under Phyllis' guidance, The Jumpitz aim to provide multi-platform children's entertainment programming that is simultaneously worldly and comforting.

"In the last year we've developed a strong production team, and Phyllis was a natural fit to complete our roster," said Laurie Jabbar, former CEO and current EVP and Chief Creative Officer with The Jumpitz. "Phyllis' depth of experience as a decades long television executive will help enhance our brand and broaden our offering. We're confident that under her leadership, The Jumpitz will continue to grow our fan base and revenues through inspiring, intelligent, educational programming for children and educators globally."

In addition to an incredible cast of multi-cultural characters, Ms. Schwartz is supported by an award-winning [creative team](#) comprised industry standouts, including:

•**Loris Kramer Lunsford, Executive Producer:** Loris has over 15 years as Executive Producer/Producer in children's entertainment, working with Disney, Cartoon Network, Nickelodeon, Kids WB!, and ABC Family. Lunsford also served as head of Creative Affairs at Sony Wonder.

•**Danny Kaplan, Director:** Danny has over 12 years as a Writer/Director/Executive Producer with credits including short form segments for As the Bell Rings, Brian O Brian and Dance-A-Lot-Robot for Disney and Disney Playhouse. Danny has worked with Bravo, BBC/ABC Family and Nickelodeon, among others.

•**Dennis Haley and Marcy Brown, Writers.** Dennis and Marcy are *Emmy award* winning writers with credits including Todd World, Jakers! The Adventures of Piggley Winks, Clifford, Hip Hop Harry, 101 Dalmatians

•**Jim Latham, Composer.** Jim is an *Emmy Award winning* composer with credits including Dragon Tales, Jo Jo Circus, Disney Princess and Nickelodeon

•**Ellen Meador, Production Design.** Ellen has over 30 years as Executive Producer and Production Design. Ellen is the winner of *12 Emmy, 9 Telly and 2 Videographer Awards*

•**Faith Jensen-Ismay, Choreographer.** Faith is a Tommy Award recipient and has over 20 years of international dance and choreography experience, along with 20 years of teaching dance at SDSU and UCSD.

•**Jerry Hara, Founder.** Jerry has over 25 years in local and national TV Broadcasting. Jerry is the winner of *11 Emmy, 3 Telly and 3 Videographer awards*

"The Jumpitz dynamic short format programming, coupled with original songs, provides a powerful viewing opportunity for the target age group and makes learning engaging and fun," said Loris Lunsford, Executive Producer for The Jumpitz. "My past successes in pre-school age entertainment (i.e. Happy Monster Band on Disney Playhouse) is something I believe can add value to our offering, and with Phyllis at the helm, I am confident The Jumpitz will continue to grow as a leader in this space."

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Professional Accomplishments

- 2009: Named CEO of The Jumpitz Corporation
- 2007 to 2009: Executive V.P. News, Promotion, and Original Content for the NBC Universal Local Media division. Responsible for local content efforts all 10 NBC Owned and Operated stations. Includes heading up newly acquired production company LX.TV.
- 1999 to 2007: President and General Manager NBC 7/39, San Diego. Responsible for all management aspects of the San Diego station.
- 1998 to 1999: VP News and Creative Services, WMAQ-TV Chicago. In charge of all aspects of the two departments.
- 1993 to 1998: News Director WLS-TV. This is the ABC Owned and Operated station in Chicago.
- 1992 to 1993: Assistant News Director WBBM-TV. This is the CBS Owned and Operated station in Chicago.
- 1984 to 1992: Rose through the news ranks from Newscast Producer to Executive Producer to Managing Editor to Assist. News Director WLS-TV.

About The Jumpitz®

[The Jumpitz®](#) is an award winning, live action educational entertainment group dedicated to delivering fun, imaginative and interactive content for children who are between two and seven years of age. Through playful, engaging and trusted characters, The Jumpitz inspire children to actively learn about and discover the world around them.

Each video segment is set to an original song, and encourages active education, inclusiveness and social play. The Jumpitz are both family and friend oriented, and each element of song, dance and story introduces contemporary topics ranging from the environment to what it means to be part of a diverse, global community to age appropriate problem solving - in a fun, simplistic and effective way.

Jump In! Discover Your World™.

For more information, <http://www.jumpitz.com/>

About Tech Access

Tech Access is a leading value-added IT distributor, providing end-to-end business solutions to the enterprise and mid-market sectors. Our charter is to acquire, retain and develop a sustainable and profitable channel for our Vendors. Head-quartered in Dubai, with branch offices in Riyadh, Cairo, Tunis & Casablanca, our operations extend to over 18 countries across the MENA Region (Middle East & North Africa) and Pakistan, through our growing reseller community. Our technology offerings include Infrastructure, Data Management, Application Management, Security, Business Intelligence, Outsourced Services, Storage and IT Consulting.

Tech Access Media Solutions (TAMS) focuses on delivering media products and services, as well as being the leading international content clearing house for digital media license rights of both regional and international TV, film, music, radio and games content/ channels. TAMS is able to offer turn-key solutions by utilizing the

other resources and capabilities within the Tech Access family, including systems integration, software development, content delivery, technical support and hardware. TAMS ensures these content rights are fully exploited by securing alternative modes of distribution, with a focus on live signal streaming or server-based play-out via IPTV, PC Broadband, Internet TV, Video on Demand, Mobile Telephony, and PDAs. We are also able to offer a number of internet and mobile based products & services.

For more information, visit <http://www.techaccess.com/>

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