

There once was an actress, a writer and a children's television exec

Who didn't think the promise of online entertainment was quite there yet

Could they entertain, spark the imagination, bring back the classics of literature and be cool?



They put their heads together, researched the market and this is what they decided to do!

They created a character named Mrs. P.

They bought a domain name so everyone could see

They built up a content library that is always free

They thought deeply of who their audience would be

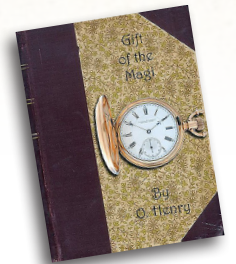
And how to create a compelling, educational, fun experience with Mrs. P

Companies will have a chance to sponsor the show and feel good about helping literacy grow

And the creators will donate, just so you know, to literacy organizations a percent of what they sow

## The Company

MrsP.com was created with the goal of giving kids the wonderful experience of having a trusted, skilled storyteller read them classics of literature. Rather than simply presenting an audiobook, Mrs. P recreates the look and feel of "story time", a magical ritual many kids might not otherwise get to enjoy.

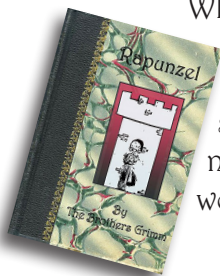


## Why now?

Mrs. P is concerned because fewer and fewer kids are reading these days. Also, according to recent reports Mrs. P has seen, it is becoming harder and harder for many parents to find the time to read to their children. Those same reports suggest that reading to children is vital to their intellectual and emotional development. That's why Mrs. P thought it was a good time to devote less of her energy to attending fancy balls, restoring her 1963 Ferrari and digging for dinosaur bones in Patagonia – and more energy to reading the stories she loves to kids.

## The Content

Mrs. P reads classic children's stories that have proven their value through the test of time. The authors whose work is presented on MrsP.com are the finest writers who ever lived. To complement the storytelling experience, Mrs. P commissions both new and established artists to create original artwork for each story.



While our website will feature interactive reading and spelling games, a magical library that literally comes alive and visits from some unexpected and sometimes famous guests -- the heart and soul of our content on MrsP.com will always be a gifted storyteller reading great stories enhanced with a few simple illustrations. Mrs. P prefers not to compete with big-budget Hollywood movies, elaborate video games and virtual worlds; she would like to help kids learn to use their imaginations.

## Mrs. P's Pledge

MrsP.com pledges to donate ten percent of its profits to groups that promote the cause of literacy. We pledge that our stories will always be streamed free of charge on our website; if viewers would like to buy a story to own (for viewing on TVs, portable DVD players, iPods, etc.), they will be available for purchase in the near future for a small fee. MrsP.com also pledges that its website will be always be ad-free, and that financial support will be limited to sponsorship arrangements similar to those used on PBS. Unlike most entertainment websites for children, MrsP.com is not owned by a large, corporate entity seeking to instill "brand loyalty" on its young visitors. Mrs. P only wishes to instill a love of reading.

## Who started MrsP.com?

**Clay Graham**, co-president, was born in Phoenix, Arizona and was the head writer and Executive Producer of "The Drew Carey Show" for seven years. The show aired on ABC for nine years and is now syndicated throughout the world. Clay studied Journalism at the Cronkite School at ASU, where he won the Eugene C. Pulliam Journalism award. He wrote for Mad Magazine while still in college; wrote and produced the sitcom "Who's the Boss?" soon after; and is currently writing his first novel. He lives in Portland, Oregon and loves playing piano, books, hiking and more books.

**Kathy Kinney**, co-president, was born in Stevens Point, Wisconsin and achieved international fame playing Mimi Bobeck on "The Drew Carey Show" for nine years. (Kathy is the only member of the Mrs P team who has had a doll manufactured in her image.) Before playing Mimi, Kathy had guest starring roles on "Seinfeld" and "Grace Under Fire," as well as portraying Miss Goddard, the town librarian, on "Newhart." She also appeared in the films "This Boy's Life" and "Stanley and Iris," among others. She currently can be seen in the occasional episode of "My Name Is Earl." She lives in Los Angeles, enjoys traveling, puttering and books.

**Dana Plautz**, co-president, was born in New York and raised in Southern California. She began her career working for producer Norman Lear, creating new markets for entertainment properties. She later worked as a worldwide marketing executive for Hanna-Barbera Studios, which produced such animated classics as "The Jetsons," "Scooby-Doo" and "The Flintstones." Dana became involved in the Internet and New Media when she accepted a position at Intel. She also has a strong philanthropic, community and government board service record, with a special interest in supporting arts and education. Dana lives in Portland, Oregon and enjoys swimming, rhyming, and watching her husband cook gourmet meals.

## Contact Information

MrsP.com headquarters are in Portland, Oregon. Its corporate papers are filed in California. Mrs P's magical library is located in...hey, that's a secret. We can't believe you almost tricked us into telling you!

But you can contact us at:

[MrsPStoryTime@gmail.com](mailto:MrsPStoryTime@gmail.com)

