



*Where the Excitement of
Entertainment
Meets the Adventure of Learning!*

CONTACT INFORMATION

Beth Costanzo, CEO
The Adventures of Scuba Jack
16 Gibbs Hill Drive
Gloucester, MA 01930
888-757-6257



Get ready, get set.....Jump into Adventure! One of the most unique educational products of its kind, *The Adventures of Scuba Jack* is a new, interactive series cultivates a child's natural desire for discovery and learning by sparking their innate curiosity and zeal for the world around them. Children gain ecological awareness in the largest, most beautiful classroom of all: Nature! These natural environments provide countless opportunities for discovery that makes children passionate about learning. This new, interactive, educational DVD series for preschoolers teaches core concepts needed to prepare students for Kindergarten. Set in a quaint New England fishing village, inhabited by exciting colorful characters, *The Adventures of Scuba Jack* incorporates live actors, puppets, animation, underwater marine footage, and children to simulate an actual day at pre-school. Learning occurs naturally as children are exposed to letters, numbers, reading, writing, shapes and colors.

HOW ARE WE DIFFERENT?

The Adventures of Scuba Jack's program offers an interactive approach to learning which makes us the most unique learning program on the market. Each episode is complimented by its own curriculum that can be downloaded directly from our website. In this way learning is both fun and interactive! Children aren't just watching a video, they are taking the information that they learned and applying it to the lessons that come with each DVD. The Adventures of Scuba Jack understands that children learn best when they are actively involved in their education. Therefore, the program provides activity based, hands-on learning experiences. Children have the opportunity to study the world around them and draw meaning and understanding from those experiences. This type of activity is essential if students are to remain engaged and excited about learning. Our hands-on learning approach provides opportunities for learning by doing, thereby helping students to acquire knowledge and skills outside of our DVDs.

"The Adventures of Scuba Jack has a look and storyline that is like no other," states creator Beth Costanzo. "We know it is exciting, engaging and inviting because at the end of our adventure, our toughest critics - the children - are singing the alphabet, clapping and wanting more Scuba Jack!"

"I hear and I forget. I see and I remember. I do and I understand." Confucius

After watching an episode of The Adventures of Scuba Jack and completing the downloadable assignments, children will have a better understanding of concepts learned in pre-school. It is our hope that both children and parents will end each episode feeling that they gained new knowledge, and will be eager to return to learn new concepts and reinforce concepts that have already been addressed. It is during this stage of development that children learn and assimilate information rapidly, and express interest and fascination in each new discovery. The Adventures of Scuba Jack is designed to stimulate curiosity and imagination by encouraging a child to explore, ask questions, and have fun. Educational theorists, Piaget and John Dewey stressed the importance of learning by doing. Piaget's research clearly mandates that the learning environment should be rich in physical experiences. "Involvement," he states, "is the key to intellectual development. This includes the direct physical manipulation of objects. This self discovery stays with students throughout their lifetime while memory fades. Pre-schoolers learn better and in deeper longer-lasting ways, when they manipulate hands-on materials, and when learning is linked to their own interests and experience."



Repetition, Consistency and Imitation is how Pre-school children learn best!

In addition to teaching its young audience basic pre-school skills such as number and letter recognition, The Adventures of Scuba Jack will provide important lessons in moral and character development that will help the children be successful not only in school, but in life.

The Adventures of Scuba Jack stimulates young children's minds by:

Communication and Language Development: The Adventures of Scuba Jack contains activities that will promote early literacy skills, including alphabet letter recognition, phonics, and comprehension, which helps prepare children for kindergarten.

Social and Emotional Development: The Adventures of Scuba Jack offers activities designed to increase children's independence, further developing their confidence and abilities.

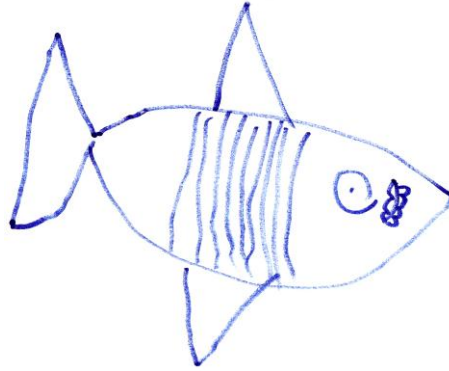
Physical Skills: The Adventures of Scuba Jack addresses gross motor skills, which strengthen the large muscle groups of the body, such as arms and legs. Gross motor skills include jumping, running, and throwing and catching a ball. Children will be encouraged to get up and participate with each DVD. They will be asked to do things like walk like crabs, swim like fish and jump like dolphins. Fine motor skills, which include finger and hand movements, are vital to your child's future writing skills. Fine motor skills are developed by playing in a sand table, by stacking small blocks, and even by writing letters and numbers with finger paint. The Adventures of Scuba Jack Dive Shop is a place where parents and caregivers can purchase toys and activities that will help develop these fine motor skills.

Cognitive Development: Cognitive skills are the foundation of learning and knowledge. The Adventures of Scuba Jack contains many activities designed to prepare children for Kindergarten. Children will be taught through repetition and encouraged to imitate and sing along with the characters. Printable activities will develop critical thinking, information recall, making comparisons, and much more.

Math and Science Skills Development: The Adventures of Scuba Jack focuses on math and science readiness. Your child will practice important math skills, such as classifying, identifying shapes and numbers, and counting. The Adventures of Scuba Jack explores different scientific topics with each DVD. These topics include Tide Pools, Coral Reefs, Whales and Sharks to name just a few.

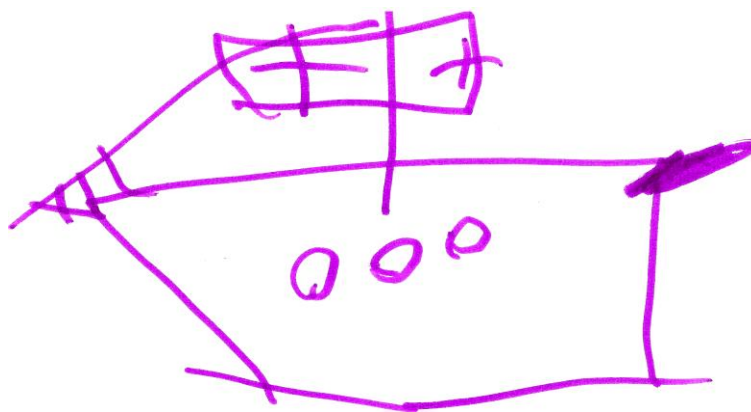
Character Education: The Adventures of Scuba Jack includes moral and ethical lessons that teach children the difference between right and wrong, to be careful and courteous, and to have sympathy and empathy for others. Positive lessons, encouraging words and colorful characters help make a lasting impression on our young viewers. The printable interactive activities encourage independence, promote pride in each accomplishment and lead children to seek and embrace new challenges.

Each episode displays a subtle sense of humor that will appeal to older viewers as well. This will encourage parents and older siblings to watch each episode with younger children, thus enabling them to become involved in the learning process. Parents and caregivers can download episode specific curriculum and craft projects that create a unique, interactive preschool experience for their youngster.



MASSACHUSETTS CURRICULUM GUIDELINES

The formal curriculum of The Adventures of Scuba Jack is based on the guidelines set forth by the Massachusetts Curriculum Frameworks. This is a detailed outline of specific content to be taught in the areas of language arts, history, geography, mathematics, science and fine arts. Using these guidelines as the core of the curriculum provides a solid, coherent foundation of learning so that our students can move on to Kindergarten prepared for their new learning environment. The Adventures of Scuba Jack offers developmentally appropriate opportunities for children to use their imaginations, explore the world around them and learn the concepts needed for a successful educational journey.



HOW CAN TECHNOLOGY HELP EDUCATION?

Technology has become a catalyst for learning. Our DVD series provides key components to learning:

- Visual;
- Verbal;
- Mathematical;
- Kinesthetic;
- Musical;
- Intrapersonal and interpersonal interaction; and
- Naturalist and existentialist interaction.

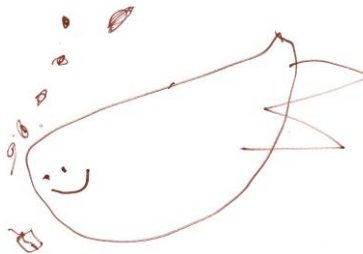


THE ADVENTURES OF SCUBA JACK WEBSITE!

The Adventures of Scuba Jack has a helpful website for parents to access information and download valuable materials. This will enable our parents to participate in their child's learning experience and become more effective guardians of their child's education.

Our website includes or will soon include:

- Articles on parenting;
- Pre-school skill assessment tool;
- Pre-school skill building games;
- Craft ideas;
- Membership area containing curriculum from A-Z and 26 mini alphabet videos;
- Professional development for teachers; and
- Curriculum for each episode of The Adventures of Scuba Jack.





OUR STORYLINE

Our first episode begins as Miss Beth and her preschoolers join Scuba Jack in search of his friend, Captain Joe, a lobster fisherman. Learn all about everyone's favorite crustaceans – lobsters! Children will learn where lobsters live, what they eat and how they are caught! While recognition of each letter of the alphabet is practiced, the letter "L" is emphasized in this episode. Words that begin with the letter "L" are magically drawn and colored on the screen, delighting children of all ages. The DVD is supported by lobster themed learning activities, worksheets and crafts that are available for download at www.adventuresofscubajack.com.

Repetition is crucial in teaching children concepts during the pre-school age. It is the goal of the Adventures of Scuba Jack to entertain children in such a way that they are curious and enthusiastic about learning. The natural environment that we visit in each episode, in our opinion, is one of the most fascinating classrooms ever created, and provides countless opportunities for learning and discovery.

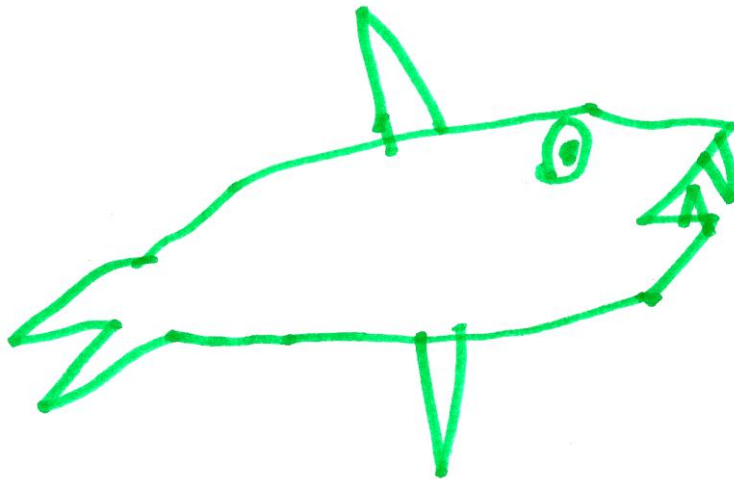


Once upon a time in a small fishing village on the coast of Massachusetts.....

The idea for The Adventures of Scuba Jack is the brainchild of Beth Costanzo, M.Ed., a preschool owner and teacher. For 14 years Beth has created countless lessons, projects, worksheets and activities for her students. "There was a significant shortage of high quality preschool materials available, so it was necessary to develop my own in order to provide my students with the education I knew they deserved," says Costanzo. She realized her lesson plans could be combined with colorful and fun characters to create a unique interactive learning series for parents and educators.

Beth enlisted Melanie Giacalone, a former elementary school teacher, to assist her with the development of her vision to bring preschool education to the next level for children everywhere. Melanie was familiar with curriculum development, and as a mother, she was aware of the shortage in quality educational materials for preschoolers. Together, Beth and Melanie began to conceptualize a way to educate preschool children on a larger platform.

Beth began to envision an educational DVD series which allowed children to watch a show that made them feel as if they were a part of a preschool classroom. She wanted the series to be a tool for parents to use to help their young children excel academically while feeling confident that the time spent in front of the television was time well spent. And so, The Adventures of Scuba Jack was born!





WHAT WE DO

A lifetime of success begins in preschool.

Research has shown that children who attend a high quality preschool program are more likely to enjoy:

- Increased Educational Success
 - Less likely to repeat a grade level
 - Less likely to require special education services
 - More appropriate social behavior and increased cognitive abilities
 - More likely to graduate from high school

- Increased Life Success
 - Lower rate of teenage pregnancy
 - Less likely to become involved in crime
 - Increased employment and earning potential

The benefits of attending preschool are undeniable. Unfortunately, the economic hardships facing young families today make it difficult, if not impossible, for them to afford a quality pre-K program for their children, leaving many to ask “What is the answer?” The answer is The Adventures of Scuba Jack.

Our program reflects active learning, critical thinking and joy in discovery.

In addition to our DVD series and supporting curriculum, our website will feature short mini-lessons that focus on each letter of the alphabet. These lessons are filmed inside preschool classrooms led by certified teachers and feature pre-K students completing lessons and projects. The inclusion of other small children in the videos engages the child at home, allows them to feel like they are a part of the classroom, and keeps them interested from start to finish. These videos will be available for a low monthly membership fee that includes access to all of the projects and activities that are completed during the lesson.

The curriculum is broken down by level: beginner, intermediate and advanced. This will enable parents and caregivers to ensure success and help build their child's confidence.

Other companion products include:

- Practice workbooks;
- Reading books;
- Activity books; and
- Educational toys.

At The Adventures of Scuba Jack, we have found a way to make learning *fun, exciting, affordable and accessible.*

It is our goal to cultivate a child's natural desire for discovery and learning through nature and the world around us. Every child is born with the potential to achieve academic success. The key to unlocking this potential is inspiring; it is discovering; it is educating; the key to unlocking this is *The Adventures of Scuba Jack.*



MEET THE CHARACTERS



Ms. Beth: Ms. Beth is a devoted and caring teacher who loves her students very much.



Scuba Jack: Scuba Jack is an underwater adventurer filled with knowledge about the ocean and its many inhabitants. He visits the classroom daily to take students on a new and exciting adventure.



Professor Galaxy: Professor Galaxy is the resident genius who appears on the scene when Scuba Jack needs help answering the mysteries of the universe.



Paco the Pelican: Paco is a talking pelican from Puerto Rico who teaches the children a new word in Spanish each day.



WHO WE ARE

Beth Costanzo, M.Ed. – Educator and Creator

In 1995, Beth began her career in the education industry as a director for Woodland Place Country Day, where she concurrently served as the Chairman of the Board. In 2003, Beth launched the Majestic Harbor Community School 1 and 2. She currently serves as the schools' executive director and has been instrumental in the day to day success of the school. Beth holds her bachelor's degree in Early Childhood Education from Lesley College as well as her master's degree in Education Administration from Endicott College. Beth has written several children's stories, including "The Secret at Swan Court", "Eggs", "Bears", "Seasons", "The Little Fish" and "What Did You Say?"

Melanie Giacalone – Educator

Melanie graduated from Springfield College in 1994. She holds a Bachelor's Degree in Elementary Education with a concentration in English and Language Arts. Throughout her time at Springfield College, Melanie worked as an assistant in the pre-school run by the college's education department. In 2005, Melanie started her own business, the Invisible Assistant, and began providing off-site administrative support for a variety of local professionals. Melanie began working as a consultant and administrative assistant for Majestic Harbor Community School in a variety of areas, including curriculum development. The combination of Melanie's knowledge and experience in the field of education, combined with her administrative skills and experience has been instrumental in the evolution of The Adventures of Scuba Jack.

Creative Team

Beth Costanzo and Melanie Giacalone are responsible for script writing. Three scripts, *Lobsters*; *Whales*; and *Tide Pools* are completed at this time. In addition to script writing, Beth and Melanie are responsible for curriculum development, workbook development and storybook writing.

Dana Silva-Winning Solutions, Inc. – Industry Advisor

Dana Silva is president of Winning Solutions, Inc. and has 30 years experience in the toy industry. He is the provider of business development services to the consumer product industry. Dana helps companies like the Adventures of Scuba Jack create innovative, new ideas that leverage their company's existing assets in dynamic new ways.

Dana's experience includes positions as the Director and Product Development Manager of Hasbro, Parker Brothers and Milton Bradley. His responsibilities were development, cost engineering, project management and model shop services. Dana has mass produced all of his items with Avato Industries in Hong Kong, China. This invaluable contact will help the Adventures of Scuba Jack in mass producing DVDs, books, and toys. Dana will be advising the Adventures of Scuba Jack in the various aspects of their growing company.

Rubin and Rudman – Legal Counsel

For nearly 100 years, Rubin and Rudman attorneys have carried on a tradition of integrity, serving the best interests of clients and dedication to the principles of honesty, hard work, and competence established by earlier generations of Rubin and Rudman partners, associates and staff.

This firm of nearly 80 attorneys provides specialized services to national companies, small institutions, large public entities and municipalities, small closely held businesses and individuals, schools, colleges and universities.



FREQUENTLY ASKED QUESTIONS

What's so unique about The Adventures of Scuba Jack?

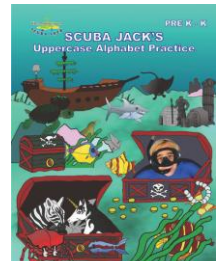
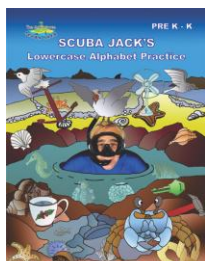
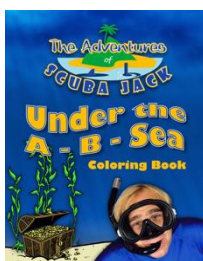
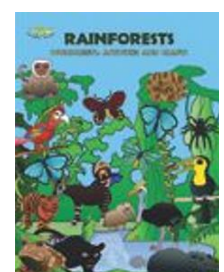
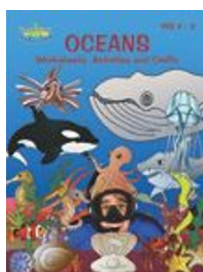
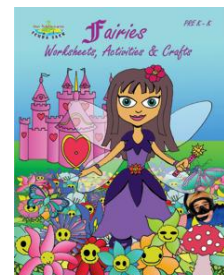
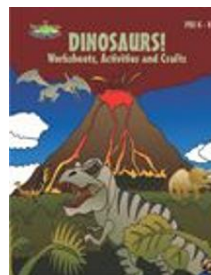
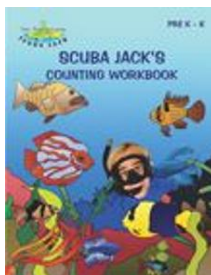
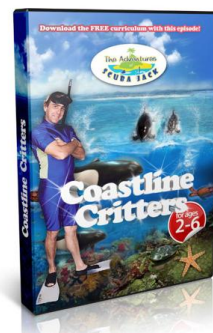
The Adventures of Scuba Jack is the only learning system of its kind. We provide parents and caregivers with worksheets, activities and projects to do with their children that correspond directly with the educational content in our DVDs. With Adventures of Scuba Jack, children are learning through seeing, hearing AND doing. No other series provides the opportunity to work along with the children in the episode, completing the same lessons and crafts. Children are truly interacting and becoming invested in the learning process.

How/why did it happen?

Beth Costanzo started her own preschool in 1995 in order to be able to stay home with her children and still have an income. She realized very quickly that the educational materials available to preschool teachers were lacking in quality, content and quantity. She began developing her own materials to use in her school. After more than a decade, Beth realized that these materials could help so many more students than just those that attended her school. She began to develop a concept for bringing her ideas to a much larger audience. She envisioned an educational series that would entertain AND educate children. With the help of Melanie Giacalone, the curriculum was further developed and polished and workbooks were created. A script for the first episode was developed shortly thereafter and the rest is history!

What products does The Adventures of Scuba Jack have to offer?

The Adventures of Scuba Jack offers educational DVDs, workbooks, activity books, coloring books and story books. Learning accessories such as a stamp box that contains stamps for each letter of the alphabet, numbers 1-10, and fun sea creatures are in development. The company website contains curriculum to support each DVD episode, and a membership area that provides a full year of preschool curriculum as well as mini videos about each letter of the alphabet is in development. The dive shop section of the website contains recommended preschool aged toys that can be purchased.



How will my child benefit from The Adventures of Scuba Jack?

Children who have used the entire learning system available through The Adventures of Scuba Jack (videos, workbooks, on-line curriculum) will be well prepared for success in Kindergarten. They will know their numbers, letters, shapes, colors, as well as some early math and spelling/reading. They will be excited about learning and eager for new educational experiences. The Adventures of Scuba Jack complies with the Massachusetts Curriculum Frameworks and as a result, with the No Child Left Behind Act.

What other episodes are planned?

The next episodes of The Adventures of Scuba Jack are expected to be:

1. Whales
2. The Farm

Will all of the episodes be based on underwater creatures and habitats?

No. Watch for episodes that bring Scuba Jack and his friends to the farm and other interesting places.