

Kaboose Named Nominee in 13th Annual Webby Awards

TORONTO, April TK/CNW/ - Kaboose Inc. (TSX: KAB), one of the world's largest family-focused new media companies, announced today that Kaboose.com was nominated in the Family/Parenting category for the 13th Annual Webby Awards, (http://www.webbyawards.com/webbys/current.php?season=13#webby_entry_family) the leading international honor for the Web.

"We are thrilled to be nominated for a 2009 Webby Award, especially after being selected last year's Official Honoree," commented Craig Wallace, President and Chief Operating Officer of Kaboose. "More than ever, we are focused on the needs of our moms. Our nomination for this prestigious award validates our commitment and our achievements for providing useful tools and engaging content that make moms' lives easier."

"The Webby Awards honor the outstanding work that is setting standards for the Internet," said David-Michel Davies, Executive Director of The Webby Awards.

"Kaboose's nominee selection is an impressive testament to the skill, ingenuity and vision of its creators."

Established in 1996 and hailed as the "Oscars of the Internet" by The New York Times, the Webby Award is a distinguished international honor. It recognizes excellence on the Internet. The awards are presented by The International Academy of Digital Arts and Sciences, a 550-member body of leading Web experts, business figures, luminaries, visionaries and creative celebrities. Members include musicians Beck and David Bowie, Internet inventor Vint Cerf, political columnist Arianna Huffington, Real Networks CEO Rob Glaser, "The Simpsons" creator Matt Groening, R/GA Founder and Chairman

Robert Greenberg, Virgin Atlantic Chairman and Founder Richard Branson, and The Weinstein Company Co-Founder Harvey Weinstein.

Others Academy members are writers and editors from The New York Times, Wired, Details, Fast Company, Elle, The Los Angeles Times, Vibe, and WallPaper.

The Academy selects nominees for the 13th Annual Webby Awards from among 10,000 entries representing all 50 states and 60 countries worldwide. Webby winners and Webby People's Voice Winners (<http://pv.webbyawards.com/>) – the announcement is scheduled for May 5, 2009 – will be chosen from the five nominees in each category.

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About Kaboose Inc.

Kaboose is one of the largest family-focused new media companies in the world and one of the top-five most visited family destinations online. From pregnancy to parenting, birthday parties to scrapbooking, and entertainment to education, Kaboose has the content and applications to help parents plan and share their family life. Kaboose owns some of the world's leading online properties targeting families, including Bounty.com, BabyZone.com, Kaboose.com, AmazingMoms.com, TwoPeasInABucket.com, BubbleShare.com, BirthdayInABox.com, Funschool.com and Zeeks.com. Kaboose trades on the Toronto Stock Exchange under the symbol "KAB."

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