

PRESS RELEASE

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CHILDREN OF AMERICA EDUCATIONAL CHILDCARE CONTINUES EXPANSION INTO MIDWEST

More than 40 schools will be open by year end

DELRAY BEACH, Fla. – Children of America Educational Childcare, a subsidiary of World Wide Childcare Corp. (Pink Sheets: WWCC), continues to implement an aggressive growth plan, particularly in the Midwest where new schools are slated to open this fall in Yorkville and Flossmoor, Illinois; Oak Creek, Menomonee Falls and Appleton in Wisconsin; and Columbus, Ohio. Children of America, a leading provider of high quality childcare and after-school programs, will operate more than 40 schools by the end of the year.

“We are very strategic in our growth plan and that has led to unprecedented success,” said Jim Perretty, Children of America executive vice president and COO. “Even in this economic downturn, there is a need for quality childcare which we fulfill through our relentless focus on bringing educational excellence to the families at our schools. During 2009, we will have opened 17 schools and are on pace to add 12 more in 2010.”

Children of America also is a bright spot in an otherwise challenging commercial real estate market. The company is taking advantage of current economic conditions and decreasing property values to open in expanded markets. “Our reputation precedes us in these new markets. With our proven track record, developers recognize our viability and strength as a company,” states company CEO and President Thad Pryor. “We look forward to building the Children of America brand across the country.”

In addition to the new locations throughout the Midwest, Children of America is open in or has executed leases in Massachusetts, New Jersey, Pennsylvania, Illinois, Maryland, New York, Delaware, Virginia, Georgia, Indiana and North Carolina.

About Children of America

Founded in 1999, Florida-based Children of America is a leading provider of high-quality childcare and after-school programs with 32 schools in Delaware, Illinois, Maryland, Massachusetts, New Jersey, New York, Pennsylvania and Virginia and more than 700 employees. An industry pioneer, Children of America’s curriculums are developed to accommodate key age ranges and include innovative teaching methods such as “Tray Tasking,” a learning tool proven to promote early reading and writing skills. Children of America is a subsidiary of World Wide Child Care Corp. (WWCC). For information about Children of America, franchising and other business opportunities visit ChildrenofAmerica.com.

