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For Immediate Release

***** MEDIA ALERT *****

Rainbow Academy Offers Innovative Program for New Mothers Who Work
New Jersey Childcare Provider Opens 'Lactation Stations' in All Schools

Whippany, NJ. – March 1, 2007 – Rainbow Academy (www.RainbowAcademy.com), a family of childcare centers, today announced it has launched an innovative service to support working mothers who are nursing. “Lactation Stations” have been set-up in all eight Rainbow Academy locations, providing private areas for working mothers to nurse whenever they like: before work, at lunchtime or after work.

Each cozy lactation station varies by center but includes: private areas with comfortable glider chairs, breast pumps and other resources for nursing mothers.

In addition to the stations, Rainbow Academy is continuously training staff on such areas as the correct way to bottle feed a breast-fed baby, handling and storing breast milk and supporting mom and baby while they transition from breast to bottle.

“It is so difficult for a new mother to balance the needs of an infant with the demand of going back to work,” said Guy Falzarano, president and CEO, Rainbow Academy Child Care Centers. “The lactation stations were developed after we recognized a growing trend for new mothers who are re-entering the workforce to breastfeed. They needed - and deserved - this extra support during their child’s first six months and after much planning, we are now proud to provide this service in each of our centers.”

The corporations that offer childcare as an employee benefit have been really excited about this new service, added Falzarano. The first six months after childbirth are largely recognized as a pivotal time when women often leave their jobs because they do not think they are going to be able to balance both responsibilities.

Rainbow Academy is a family-owned company, has eight centers throughout the state, employs more than 250 childcare professionals and can accommodate 1,573 children.

What sets the network of childcare centers apart is its consistent commitment to improving the quality of life for busy, working parents. With locations in Bergen, Middlesex, Morris, Ocean and Union counties, Rainbow Academy offers the latest technology, called ParentView, which enables parents to view their children live online from work or while they travel. It is a secure webcast that brings parents peace of mind and keeps them connected to their children.

Rainbow Academy was a semi-finalist in 2006 for the New Jersey Family Business of the Year award. The award, sponsored by New Jersey Monthly magazine, PNC Financial Services Group, Inc. and the Rothman Institute of Entrepreneurial Studies at Farleigh Dickenson University, recognizes the significant role that family businesses play in the nation’s economy, as well as their importance and vital contribution to the state and local business community.

For more information about Rainbow Academy, please visit the company’s website at www.rainbowacademy.com or contact Brenda Febbo at 917-807-3657.