



WASHINGTON, D.C. – SEPTEMBER 29, 2010 – Olympia, WA based PapayaHead.com was among the top winners of the Apps for Healthy Kids contest (www.appsforhealthykids.com), part of First Lady Michelle Obama’s “Let’s Move!” campaign to end childhood obesity within a generation.

PapayaHead was chosen from among nearly one hundred submissions judged by leaders from nutrition, games, commerce, and government disciplines including, Mark Pincus, CEO Zynga (Farmville) and Steve Wozniak Co-Founder, Apple Computer. Contestants were challenged to “develop fun and engaging software tools and games that drive children and their parents—to eat better and be more physically active.”

Noted guests at the reception included Aneesh Chopra (Chief Technology Officer, White House Office of Science and Technology Policy), Tom Vilsack (Secretary of the U.S. Department of Agriculture), Dr. Kathleen Sebelius (Secretary of the U.S. Department of Health & Human Services), Robin Schepper (Let’s Move Executive Director), and an enthusiastic group of game developers from across the nation. Dean Jenkins and his team from PapayaHead.com were recognized at the Washington, D.C. awards reception at the Executive Office Building on September 29th, following a private tour of the White House.

“We are thrilled and honored to be recognized as being at the forefront in using technology in a new way to address this important problem,” said Dean Jenkins, CEO of PapayaHead.com.

PapayaHead.com allows any family or child to make informed choices about what they eat, anywhere, in a fun, easy, and interactive way. Key features:

Free Features:

- Build recipes or entire meal plans using easy drag and drop tools
- Extensive preference-based profiles
- Deep, dynamic, clinically-accurate analysis presented in simple graphical form
- Intuitive comparison to your profile
- Shopping list with \$-saving coupons

Premium Features:

- Weekly Dinner Plan subscription program
- Affiliate and Publisher Programs for Nutrition Professionals

For more information contact Dean Jenkins, dean@papayahead.com. 360-561-6137, www.papayahead.com