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MY GYM CHILDREN'S FITNESS CENTERS ANNOUNCES STRATEGIC PARTNERSHIP WITH MYKIDSTUNES.COM

National Leader In Children's Fitness Industry Aligns With Premier Online Resource For Children's Music

Los Angeles, CA – (August 9, 2005) – My Gym Enterprises, owner of My Gym Children's Fitness Center™ which provides programs and physical education for infants, toddlers and young children throughout the U.S, today announced a strategic partnership with MyKidsTunes.com, an online resource providing easy and affordable access to high-quality children's music and audio books. The partnership is scheduled to launch in the fall, coinciding with the back-to-school season. It will focus on cooperative marketing efforts and cross-promotion of the two brands, which share a customer base of parents with young children up to 9 years old.

"It is rare to find two organizations with missions so closely aligned as My Kids Tunes and My Gym," said Matthew Hendison, executive vice president, marketing and entertainment, for My Gym Enterprises. "This is an exciting opportunity to introduce new resources to parents that help nurture the physical, emotional and intellectual growth of young children."

"Both My Kids Tunes and My Gym share a passion for the healthy development and well-being of young children, and presenting that in an entertaining and stimulating way," said Michael Zalle, founder and president of My Kid's Media, Inc., the parent company of MyKidsTunes.com. "As committed companies with the same core values, we expect everyone to benefit from this synergy and look forward to a long and prosperous partnership."

My Gym centers, located in 30 states, provides structured, age-appropriate classes that incorporate music, dance, games, relays, gymnastics and other original activities designed to engage children while they gain strength, flexibility, motor and social skills, confidence and self esteem in a safe, nurturing environment. My Gym's state of the art facilities feature custom-designed equipment that is reconfigured weekly to continually challenge and stimulate children. The highly-trained staff and award-winning curriculum have earned My Gym a reputation as an outstanding, innovative early learning program.

MyKidsTunes.com offers well-known children's music and audio books, organized by album in a searchable database for simple, intuitive navigation. From beloved holiday songs, nursery rhymes and lullabies to baby's first classical music, the site has licensed thousands of tunes and popular books. They are available for purchase as individual tracks, album collections or customized collections that can be easily downloaded in just

minutes for users to enjoy their favorite children's music quickly and affordably. All individual songs may be downloaded for just 99 cents, and complete albums are individually priced according to length.

About My Gym Enterprises

My Gym's wide variety of physical early learning/pre-gymnastics classes, birthday parties and camps offer children an outlet for fun and fitness in a controlled and safe environment with state-of-the-art facilities and highly-qualified professionals. My Gym is recognized as a leading franchise in Entrepreneur Magazine's 2005 "Franchise 500" and "America's Top Global Franchise" list. More than 30 gyms are scheduled to open in the next 12 months, both domestically and abroad. For more information about My Gym Children's Fitness Centers please visit www.my-gym.com.

About My Kid's Media and MyKidsTunes.com

My Kid's Media, Inc., the parent company of MyKidsTunes.com, is dedicated to helping children through two primary means. The company provides easy and affordable access to music and audio books – essential sources of joy, growth and enrichment in the life of every child. In addition, MyKidsTunes.com partners with numerous philanthropic organizations devoted to the needs of children. A percentage of each transaction is donated to one of the company's core children's charities. My Kid's Media also offers charitable partnerships to other not-for-profit organizations, allowing them to refer customers and earn commissions on those transactions.

The MyKidsTunes.com Web site offers an extensive library of music and audiobooks for infants, toddlers and young children. Parents, friends, teachers and loved ones can easily browse the site's vast collection of albums and songs to create a customized CD, download an entire album or simply download one song. Some tracks even offer personalized lyrics with a child's name. For more information, please visit www.MyKidsTunes.com, www.mykidsmedia.com, or call (877) MYKIDS1 (877-695-4371).

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