

NEWS RELEASE



IMMEDIATE RELEASE

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Digital Apparatus teams up with NCOHF for Toothfairy Beacon App for Apple's iPhone, iPad and iPod Touch

(Charlotte, NC – February 15, 2011) Digital Apparatus, a mobile entertainment company, has partnered with National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF) for the launch of its Tooth Fairy Beacon App for Apple's iPhone, iPad and iPod Touch. Under the umbrella of the NCOHF *America's Toothfairy* Campaign, Digital Apparatus will provide a donation for dental care for underserved children each time a Tooth Fairy Beacon App is downloaded. The goal of Digital Apparatus is to help 100 children receive free preventive dental care for an entire year.

The Tooth Fairy Beacon App brings the timeless fable of the Tooth Fairy to life – transforming mobile devices into a magical portal giving kids a peek into the Tooth Fairy's world. Exciting animation, sound effects and narration by the Tooth Fairy add a sense of wonderment and mystic to losing a tooth. The app includes a personalized, gender specific experience for boys and girls, tips from *America's Toothfairy* for children's oral health, a personalized message from the Tooth Fairy, and a tooth scanner and beacon.

"One of the toughest parts of my job is to take care not to disturb light little sleepers when removing a lost tooth from under the pillow," said the Tooth Fairy. "This Beacon virtually eliminates this problem by having the children leave their teeth at the portal. Not to mention, it gives me the chance to communicate directly with the children I love so much – helping them to understand why it is so important for them to take good care of their teeth and gums."

"Our goal is to create experiences for mobile devices. Experiences that entertain, educate and invite kids to let their imaginations to grow," said Digital Apparatus Partner, Bill Marcotte. "Our applications are ideal for today's families who are perpetually 'on the go.' All of the partners at Digital Apparatus are parents, so like parents everywhere, we know first hand how hard it can be to motivate kids to brush, floss and rinse their teeth. This app and our great partnership with NCOHF were born from that perspective."

Dental decay (cavities) is the most common chronic disease of childhood, affecting 50 percent of children by middle childhood and nearly 70 percent by late adolescence. Chronic gingivitis is also common among children. The mildest form of periodontal disease, gingivitis is often caused by inadequate oral hygiene, which leads to plaque buildup. Fortunately, most oral diseases can be prevented.

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Fern Ingber, NCOHF president and CEO, stated, "We are grateful that Digital Apparatus, a group that shares our commitment to eliminating America's #1 chronic childhood illness, has chosen NCOHF as the charitable beneficiary of the Tooth Fairy Beacon App. Not only does every download of the Tooth Fairy app help support vital NCOHF oral health programs for at-risk children, but Tips from *America's Toothfairy* included in the app reinforce our goal to teach all families the importance of proper oral care for healthy futures."

For more information on the NCOHF *America's Toothfairy* Campaign and Digital Apparatus's Tooth Fairy Beacon App, go to www.AmericasToothfairy.org or www.toothfairybeacon.com.

About Digital Apparatus (DIG)

Digital Apparatus is a mobile entertainment company. A unique blend of marketers and first class developers, Digital Apparatus is focused on bringing great stories, experiences and information to life on mobile platforms. For more information, contact Bill Marcotte at 724/749-3255 or bill@digitalapparatus.net.

About National Children's Oral Health Foundation: America's Toothfairy® (NCOHF)

National Children's Oral Health Foundation (NCOHF) is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating delivery of comprehensive pediatric oral health services, and eliminating this preventable disease from future generations. NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of not-for-profit community-based universities, health centers, dental clinics, and mobile programs throughout America.

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