

Press Release

The parent education book, ***Before They Know It All: Talking to Tweens and Teens About Sexuality*** has earned the coveted Parent Tested Parent Approved (PTPA) Seal of Approval.

February 8th, 2011 Alan Carson Publishing is excited to announce that ***Before They Know It All*** has been awarded the PTPA Winner's Seal of Approval. PTPA Media is North America's largest parent community, with over 40,000 *volunteer* parent testers.

Consumers looking for high-quality products and services can rest assured when they see the PTPA Winner's Seal; it's evidence of product excellence as evaluated by unbiased parent consumers.

Before They Know It All was among many entries from across North America competing to earn the PTPA™ Seal. Because independent parent volunteers evaluate these products in their own homes, PTPA winners are chosen based on merit and consumer experience – not on commercial considerations. As a result, the PTPA Media™ Seal has quickly gained recognition as an international leader in certifying consumer products for quality, effectiveness and value. Their CEO, Sharon Vinderine has appeared on over 40 morning shows as a reliable source for the latest and greatest in family products. The media and parents alike trust the collective opinion that PTPA Media represents.

Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children or parents. "It is an honor to be recognized as an award winner by PTPA, as improving sexuality education for tweens and teens is very important to me." Alan Carson

"At PTPA Media, we are proud to play a role in certifying innovative products that families can trust," says Sharon Vinderine, CEO and founder of PTPA Media Inc. "When consumers search for our Seal of Approval on product packaging, they are essentially searching for validation from their peers. Their peers will have objectively tested and approved these products based on their performance in a real life environment. That type of resource for families is priceless."

Alan Carson Publishing

Alan Carson is a retired school guidance counselor who is actively involved in parent education and is a certified ACPI parent coach. Alan has spent the last ten years researching the adolescent culture specific to sexuality and this book is a culmination of his work. When adults fail in their responsibility to properly guide tweens and teens with respect to their sexuality, teens lack the proper guidance to make healthy decisions.

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About PTPA Media Inc.

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve consumer access to quality products and services for their families and homes.

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