



TotsTV Call for Digital Media Content to Benefit U.S. Marine Corps Toys for Tots Foundation

BOSTON, MA – December 15, 2006 – TotsTV, the interactive Internet channel for children and young adults, today announced an open call for content to benefit the U.S. Marine Corps Toys for Tots Foundation. Every person that submits content for consideration at TotsTV.org receives a 3D virtual world authoring program valued at \$300.

TotsTV opens to the public on December 20th. Available free of charge through TotsTV.org and ToysForTots.org (the official Toys for Tots Web site), TotsTV was created to benefit one of the nation's leading charities. TotsTV is a child-safe and family-friendly online channel built upon Media Grid standards and technology. Announced in September by the Grid Institute, in cooperation with Sun Microsystems (NASDAQ: SUNW) and Media Machines, TotsTV is designed to provide children of all ages with instant access to video, music, games, animations and an immersive 3D "Virtual Toy Land" that's full of fun, toys, and surprises.

"TotsTV is a very exciting initiative that revolves around rich forms of interactive digital media. We encourage everyone to visit TotsTV.org and submit their favorite videos, music, games, animations and 3D content. As our way of saying 'thanks' we're giving away a \$300 3D authoring tool to everyone who suggests content for TotsTV," said **Barbara J. Mikolajczak, director of TotsTV for the Marine Toys for Tots Foundation.**

"We're convinced that TotsTV will enable us to reach a new audience and to raise additional toys and dollars during the critical fourth quarter. Consequently, we will fulfill the Christmas holiday dreams of additional underprivileged children, who otherwise might be overlooked," said **Major William J. Grein, vice president of the Marine Toys for Tots Foundation.**

The channel's interactive 3D Virtual Toy Land is powered by the Flux 3D browser plug-in from Media Machines. Developed exclusively for TotsTV by Spiral Concepts, the family-friendly Virtual Toy Land enables visitors to immerse themselves in a 3D virtual reality world created specifically for children and young adults.

"Media Machines is delighted that Flux was chosen to power the Virtual Toy Land for Toys for Tots," said **Tony Parisi, CEO of Media Machines and co-inventor of 3D for the World Wide Web (Web3D).** "TotsTV visitors will be treated to a fun, cutting-edge experience while helping a worthy cause at the same time."

"The Virtual Toy Land is a cool 3D world on the Web that is fun to explore and walk around in, just like a game. We are encouraging everyone to check it out at TotsTV.org, and if you're inspired you can submit your own 3D content and grow the Virtual Toy Land to help children in need at Christmas," said **Damon Hernandez, a principal at Spiral Concepts Design.**

About Toys for Tots

Over the years a wide range of celebrities have contributed their time and talent in support of Toys for Tots, including Bob Hope, Jerry Lewis, Johnny Carson, Frank Sinatra, Ronald Reagan, Charlton Heston, Clint Eastwood, Nat King Cole, George Harrison, Clay Aiken, Rene Russo, Clay Aiken, Dr. Phil, Dale Jarrett, Rene Russo, Dennis Quaid, and many more. Since its inception in 1947 through 2005 Toys for Tots has collected 350 million toys for 166 million children nationwide. The U.S. Marine Toys for Tots Foundation has supported Toys for Tots since 1991. From 1991 through 2005 the Foundation collected 64.5 million toys at a value of \$344.2 million. Concurrently, the Foundation has provided over \$2.0 million worth of promotion and support materials, which enable local Toys for Tots coordinators to conduct more effective local campaigns. Widely acknowledged as one of the leading nonprofit organizations in the United States the Marine Toys for Tots Foundation has received numerous awards and citations for excellence, including: Outstanding Nonprofit Organization of the Year for 2003 (DMA Nonprofit Federation); Selected as one of ten charities on the 2003 'Gold Star' list (Forbes); #1 Children's Charity of 2003 (Reader's Digest); #66 in the 2005 Philanthropy 400 (The Chronicle of Philanthropy); Average Program to Support Expense ratio from 1998 to 2005 is 96:04 (in 2005 it was 98:02).

About the Media Grid

The Media Grid is a public utility for digital media. Based on new and emerging distributed computational grid technologies, the Media Grid builds upon existing Internet and Web standards to create a unique network optimized for digital media delivery, storage, and processing. As an on-demand public computing utility, a range of software programs and Web sites can use the Media Grid for delivery and storage of rich media content, media processing, and computing power. The Media Grid is an open and extensible platform that enables a wide range of applications not possible with the traditional Internet alone, including: Massive Media on Demand (MMoD); Interactive digital cinema on demand; Immersive education and distance learning; Truly immersive multiplayer games and Virtual Reality (VR); Hollywood movie and film rendering, special effects, and composition; Real-time rendering of high resolution graphics; Real-time visualization of complex weather patterns; Real-time protein modeling and drug design; Telepresence, telemedicine, and telesurgery; Vehicle and aircraft design and simulation; Visualization of scientific and medical data.

The Grid Institute leads the design and development of the global Media Grid through the MediaGrid.org open standards organization in collaboration with industry, academia, and governments from around the world.