



December 21, 2012

Dear Partner

We'd like to share some exciting news. In the coming weeks, the company you know as Children's Technology Workshop (you may have also referred to us as CTWBoston, or icamp) will be changing its name to **Empow Learning**.

As part of the re-launch, our customers will see a number of improvements in the way they experience our programs. As a partner, you will also see exciting new programs being launched as we expand our suite of technologies.

But rest assured, the things that made you choose our programs in the first place are NOT changing: the quality of the team working with your constituents' children, and our commitment to quality technology enrichment and education. If anything, we are expanding our mission to *create transformational technology experiences that empower young learners to discover their passions and make lasting contributions to their own lives and the world around them.*

Attached is a brief FAQ document that we hope will address some questions you might have. As always, feel free to write to us. We look forward to seeing you again.

Our contact information:

Website: www.empow.me (new)

Email: info@empow.me (new)

tel: 617-395-7527 (same)

fax: 617-812-0233 (same)

Our Tax ID and snail mail address have not changed.

Sincerely,
Empow Learning team.



FAQ

Why are you changing your name?

Our franchise agreement with Children's Technology Workshop is expiring and we are not able to operate under this name going forward.

How are your programs changing?

The program structure, teaching philosophy, pricing, scheduling options, the grade/age ranges, and technology focus of our programs are **not changing**. However, we will be updating our curriculum and replacing certain portions of curriculum previously provided by Children's Technology Workshop.

Is your staff changing?

Our instructor team is a source of extreme pride for us. You will be working with the same people as before, although we are expanding our staff and have some new faces as well.

Is your management changing?

We are under the same management and ownership as before.

How does this affect your insurance and tax information?

Empow Learning is a new "Doing Business As" name. Our legal company name is still Newrons Unlimited, Inc.. Our Tax ID, insurance policy, and insurance provider are the same, and coverage of your facility is unaffected.

What name should checks be made out to?

We will be able to accept checks made out to Children's Technology Workshop until March 31, 2013. After that date, please use either Newrons Unlimited, Inc. (our legal name) or Empow Learning (our DBA name). Our Tax ID is staying the same.

What about classes that have already gone to print with your other name?

This is a big change for us, our customers, and partners such as your organization. We expect that this change will take time, and plan to fully transition to the new identity over the next several months. During this time, we will tailor our marketing materials with messaging such as "We used to be icamp" or "formerly known as Children's Technology Workshop" in order to keep our customers informed and reduce confusion. We encourage you to include this message where appropriate. In addition, our old website URL will begin forwarding visitors to a landing page that explains the transition.

Are you still going to run Summer camp? What will happen to icamp?

Icamp is a program name owned by the Children's Technology Workshop franchise and we will be discontinuing its use. In its place, we are launching the **Empow Summer Workshop** program starting in the Summer of 2013. The Summer Workshop offers the same flexible schedule options, and is an exciting adventure in technology for kids who have completed grades 1 through 8. You can learn more at www.empow.me.

Are your policies changing?

We are currently reviewing and revising our policies for the next year. Updated policies will be published on our new website.

