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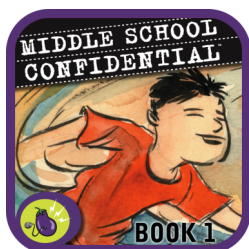
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Be Confident in Who You Are: A Middle School Confidential™ Graphic Novel

By Annie Fox, M.Ed.

Illustrated by
Matt Kindt

Developed by
Electric Eggplant

Graphic Novel iPad App Encourages Middle Schoolers to Be Confident

For
Immediate
Release!

Minneapolis, MN—Free Spirit Publishing is delighted to announce the release of a new iPad app, Be Confident in Who You Are: A Middle School Confidential™ Graphic Novel, developed by Electric Eggplant. This 49-page digital graphic novel is based on Book 1 of the award-winning Middle School Confidential series written by nationally recognized teen expert and anti-bullying activist Annie Fox, M.Ed., and illustrated by Harvey Award winner Matt Kindt. The Be Confident in Who You Are app is available for download in the iTunes App Store.

“Lack of self-confidence underlies most of the problems tweens and teens have with their peers,” says Annie Fox, who has been answering email from kids and teens around the world and offering advice since 1997. “I wrote the Middle School Confidential series to help kids build their sense of self and make choices that reflect who they really are.”

With richly layered audio consisting of wall-to-wall movie-like sound effects and music, Be Confident in Who You Are makes full use of iPad technology. The app is designed for 8- to 14-year-olds, including those who aren't enthusiastic readers. Be Confident in Who You Are is the first in a series of kids' story apps to be produced by Electric Eggplant, the multimedia production company founded in 1992 by Annie and her husband, David Fox, both award-winning game designers.

“I'm totally jazzed to see my Middle School Confidential books on the iPad,” says Annie Fox. “Since we first developed a Sesame Street computer game for Children's Television Workshop 35 years ago, David and I have been creating content that connects kids with technology and helps them develop confidence and get along better with others. With a story like Be Confident in Who You Are and the dynamic power of the iPad, we're now putting thought-provoking entertainment and solutions into the hands of kids who are dealing with social-emotional issues right now.”

Designed in a format familiar to fans of Marvel and DC Comics apps, Be Confident in Who You Are enables the reader to interact with the story by zooming in for frame-by-frame reading or zooming out again for a page-by-page view. An auto-save feature remembers your place in the story and a menu page permits jumping to any of the eight chapters. Special Meet the Cast pages let young fans email their favorite characters and share their own stories. The app is designed for the hard-to-reach “tween” age group, reluctant readers, parents, and teachers who use technology in the classroom.

Device requirements:

- iPad or iPad 2 (iPhone and iPod versions coming soon)
- Requires iOS 4.0 or later (iOS 4.3 tested)
- 30.4 MB

Pricing and availability: Be Confident in Who You Are is \$3.99 USD and available worldwide exclusively through the iTunes App Store in the Books category: <http://itunes.apple.com/us/app/be-confident-in-who-you-are/id428588931?mt=8&ls=1>

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About the Author (www.AnnieFox.com)

Annie Fox, M.Ed., has been teaching, writing, and creating innovative content for kids for many decades. She's particularly proud of The InSite—a teen website she created to help young people with the challenges many face growing up. Since 1997, she's been answering online questions (as Hey Terra!) from tweens, teens, and parents around the world. In 2010, Annie founded Cruel's Not Cool!, a popular anti-bullying forum for students, parents, and teachers. Her Internet work has contributed to the publication of multiple books, including *Too Stressed to Think?* and the award-winning Middle School Confidential™ series. When not answering Hey Terra! email or speaking at schools and conferences, Annie enjoys yoga, meditation, making bagels, and hiking with her husband, David, their grown children, and Josie the dog.



About the Illustrator (MattKindt.com)

Matt Kindt was born in 1973 to a pair of artistically supportive parents. Living briefly in New York, Matt has spent most of his years in the Midwest, and the last 15 years in Webster Groves, Missouri, a suburb of St. Louis. In middle school, he would often create mini-comics featuring the teachers, to the delight of his fellow classmates. Matt is the Harvey Award-winning writer and artist of the graphic novels *Super Spy* and *2 Sisters* and co-creator of the Pistolwhip series. He has been nominated for four Eisner Awards and three Harvey Awards. In addition to graphic novels, Matt also works as a freelance illustrator and graphic designer. When he is not working, Matt enjoys long trips to the playground with his wife and daughter.



About the Developer (ElectricEggplant.com)

Founded by David and Annie Fox, Electric Eggplant has been on the forefront of multimedia design and production since its inception in 1992. Annie and David Fox have partnered on dozens of projects in their 36 years of marriage, including co-founding the Marin Computer Center—the world's first public-access microcomputer center. The Foxes have consistently garnered kudos for their work on games, educational software, Web design, emotional intelligence content, online communities, and emerging technologies, as well as books and apps for kids, tweens, and teens. David was one of the original members of Lucasfilm Games (now LucasArts) and was project leader/designer/programmer on several of their titles, including the classic *Zak McKracken and the Alien Mindbenders*.

About the Publisher (www.freespirit.com)

Based in Minneapolis, Minnesota, Free Spirit Publishing is the leading publisher of learning tools that support young people's social-emotional health and educational needs. Founded by Judy Galbraith, a former classroom teacher and gifted-education specialist, Free Spirit has had the same mission for over 27 years: to help children and teens think for themselves, succeed in life, and make a difference in the world.