



Where Kids of All Abilities
Learn Through Play!

FOR IMMEDIATE RELEASE

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FUN AND FUNCTION WINS ABOUT.COM'S 2011 READERS' CHOICE AWARD FOR BEST SPECIAL-NEEDS ONLINE COMMUNITY

NEW YORK, March 21, 2011 – Fun and Function, (www.funandfunction.com), a company that offers affordable, playful, and therapeutic products for children with special needs, today announced that the company's Facebook page has been selected as the About.com 2011 Readers' Choice Award for best special-needs online community. Now in its fourth year, the About.com Readers' Choice Awards honor the best products, features and services across more than a dozen categories, ranging from technology to hobbies to parenting and more, as selected by its readers.

"This year's Readers' Choice Awards program had a record number of nominations submitted across more than a dozen categories and featured hundreds of finalists," said Margot Weiss, managing editor, About.com. "We are thankful to all our readers for their participation and congratulate Fun and Function on their success."

To view the Fun and Function award and all award winners, please visit <http://awards.about.com>. Also, please visit Fun and Function's Facebook page at www.facebook.com/#!/FunandFunctionFans.

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About Fun and Function

Fun and Function (www.funandfunction.com) offers skill-building toys for children of every ability, promoting inclusive play at home, in school, and outdoors. Sold online and in toy stores nationwide, Fun and Function's award-winning line includes language and social skills games, dress-up, foam scooters and inflatable products for active play, a rocket ship space tunnel, collectible chewies, clothing and accessories for sensory input, and more. Recommended by

parents, pediatric therapists, and educators, Fun and Function helps children achieve their best and have fun at the same time. For more information or a free catalog, visit www.funandfunction.com or call 1-877-341-8062.

About The About Group

The About Group comprises the Web sites About.com, ConsumerSearch.com, and CalorieCount.com. About.com is a valuable resource for content that helps users solve the large and small needs of everyday life. ConsumerSearch.com analyzes expert and user-generated consumer product reviews and recommends the best products to purchase based on the findings. CalorieCount.com is an online resource that helps users solve the everyday challenges of losing weight and living a healthy lifestyle.

The About Group is part of The New York Times Company (NYSE: NYT), a leading media company with 2010 revenues of \$2.4 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers and more than 50 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.