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**DRAMA KIDS RESPONDS TO COVID-19 BY OFFERING ONLINE DRAMA CLASSES AND SPECIAL INCENTIVE TO NEW OWNERS**

**Fort Myers, Florida, March 16, 2020** – Drama Kids International, Inc. (“Drama Kids”) the nation’s largest afterschool drama program today announced that it has launched Drama Kids Online, an online drama program to be taught over the Zoom online conference platform. Online classes are now available to Drama Kids’ currently enrolled 15,000 students during the Covid-19 crisis. Drama Kids will allow all of its licensed franchise owners to offer online classes to students in their markets during the pandemic and will provide owners with weekly online class content, online teacher training, and ongoing support.

In addition, Drama Kids announced that it will waive all royalties owed from its franchise owners during the month of April, 2020.

Drama Kids further announced that new franchise owners who invest in a new franchise business before July 31, 2020 will receive a special \$3,000 grant to be used to purchase additional local advertising during the 2020/2021 back-to-school fall season.

Drama Kids founder and CEO, Doug Howard remarked, “The closure of schools and the quarantine of students was a sudden blow to our organization and we had to move quickly to offer our students the best possible solution to continue with Drama Kids in the safety and comfort of their own home. Our owners have already enrolled thousands of students into our online classes and we have received very positive feedback from appreciative parents and students for continuing classes in this format.

Furthermore, it has always been our culture to work with our franchise owners as true partners and as such, we felt it necessary to act on this belief by waiving their April royalty obligation. We know that this will help them use those funds toward opening their new online classes including keeping their teachers employed.

We also wanted to help our newest class of franchise owners who will be opening this fall. We believe that the back-to-school season this fall will be very strong given everyone's excitement of returning back to school. We wanted to express our confidence in our business, and we want to demonstrate our partnership with our new owners by offering each of them a \$3,000 grant. We ask that they use this grant to build additional awareness of Drama Kids in their local markets.

Drama Kids has received many notes of appreciation for its swift actions to create its online drama program and for providing financial help its franchise partners. Brenda Alexander, a Drama Kids franchise owner in Charlotte, NC commented,

Dear Doug,

I want to personally thank you for all of your help and encouragement to Franchise Owners! Waiving the March Royalty Fee and other monthly fees will help so many owners! This a big deal and greatly appreciated!!

I am excited about the new online classes! What a great program and it was created so quickly! I miss my Drama Kids and look forward to reconnecting with them soon!

Again, my sincere thanks!

Brenda

### **About Drama Kids**

Drama Kids International is the largest after-school drama program in the nation. Drama Kids' copyrighted curriculum features original, creative lessons with a built-in advancing scale of development that enables students of different ages and abilities to progress at their own rate. Its curriculum differs significantly from traditional drama and other after-school programs, with an emphasis on fun drama-related activities that are designed to allow all students to fully participate and develop acting, speaking, and creative thinking skills.

Drama Kids offers age-appropriate classes for students ages 4 through 17 years old. Classes meet once each week for one hour at locations throughout the country. The program allows new enrollment throughout the year, space permitting. Drama Kids also offers Drama Kids Summer Camps, and Drama Kids at School, an in-school program for elementary and middle schools that brings its innovative curriculum directly into the schools as part of the school's after-school program. For more information, visit [www.dramakids.com](http://www.dramakids.com). For franchise information visit [www.dramakidsfranchises.com](http://www.dramakidsfranchises.com).