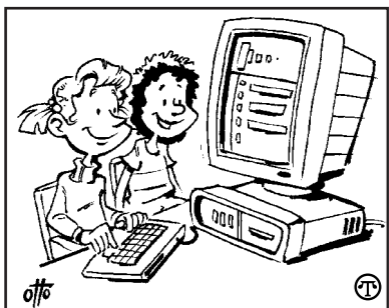



On The Web

Destinations Where Girls Gain Confidence

(NAPSA)—The Internet, which has become such a vital tool in everyday life, is also becoming the best way to ignite the interest of young girls. How? By offering them an environment they feel comfortable in. It's been found that when sites offer familiar characters, easy-to-use navigation and activities they enjoy exploring, girls gain confidence online.



Clicking with girls 2 to 11 are sites that engage, enchant and give girls confidence.

Parents will want to direct their kids to age-appropriate sites that nurture exploration such as Barbie.com, reported to be the preeminent online destination for girls. The site is updated frequently and includes features such as "Care 'n Share" that lets girls babysit a virtual baby and "Dancing Dreams," which follows four real-life dancers in various stages of their careers.

Other popular Web sites designed just for girls include: Kelly-Club.com. Appealing to very young girls, the site is full of playful activities filled with fantasy and adventure at a virtual amusement park.

WhatsHerFace.com is based on Mattel's chic new doll line. The site, designed for girls ages 5 to 13, is dedicated to fostering self-expression and creativity.

DivaStarz.com inspires girls' imaginations with activities specifically designed for a "tween" audience. The site includes "Tia's Music Mixer" where girls can create their own music.

PollyPocket.com is the new address of the world's smallest gal pal. Full of secrets and surprises, the site brings Polly's world to life for girls ages five to ten.

Designed for girls, the sites are on a mission to get them online today so they will have the tools they need for tomorrow.