

News Release

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For More Information, Call:

Kay Mascoli, (408)266-1428

Vice President, Marketing

For Immediate Release

**New CD-ROM Explores Asteroids, Comets
And Their Impacts On The World**

San Jose, CA - As parents of young children, Gene Mascoli and Susan Gentile were unhappy with the CD-ROM choices available for their kids. Click-and-point images. Pointless.

So without any experience in start-ups or software development, Mascoli and Gentile took the Silicon Valley entrepreneurial plunge and started a CD-ROM development company, Bamboole, Inc., focusing on science and education.

Their first CD-ROM, "Impact: Ground Zero," introduced in September, begins with the massive impact that wiped out the dinosaurs 65 million years ago (think movie blockbuster "Armageddon"), then features interviews with the astronomers who scan the skies in the race to find other dangerous objects heading our way. The CD-ROM also includes interviews with scientists and researchers from NASA-Ames, Lawrence Berkeley, Los Alamos and Johnson Space Center. An events timeline traces the role that asteroids have played in history, and an interactive quiz lets you test whether you have the know-how to save the world.

Their mission is to create fun, interesting software for kids. And adults. "I was an attorney for 17 years," Mascoli said. "But being an attorney got to be very repetitious. It's more of a tearing-things-down aspect of society, rather than building things up. I saw my children fascinated by technology. I live in Silicon Valley. It seemed strange not to be involved with what makes the Valley click."

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BAMBOOLE, INC.- ADD ONE

Business partner Susan Gentile formerly worked in software and finance. "I wanted to be part of a start-up," she said. "This one has a mission I can believe in: to make science fun."

"It's important to teach children the difference between fantasy and reality," Mascoli said.

"'Impact: Ground Zero' starts where movies like 'Armageddon' and 'Impact' end.

"There's a whole generation of kids out there with little exposure to science. The NASA people have done really fascinating stuff; they just haven't done as good a job explaining to the public what they're doing. On our CD-ROM, we make kids excited about science again."

"'Impact: Ground Zero' explains the difference between comets, meteors and asteroids. Its Impact Timeline starts 65 million years ago with the asteroid explosion that wiped out 70 percent of all species then living on earth, and brings the reader up to current asteroid and comet sightings today. The CD-ROM also brings science to life with video interviews of scientists and astronauts, as well as more than 50 photos, including those of famous comets Hale-Bopp and Halley's.

CD-ROMs are a great vehicle to deliver science, Gentile said. "A book is one-dimensional. Videos are passive, and most of us are looking for ways to keep our kids away from the TV anyway. On a CD-ROM, kids can view, explore, discover and interact. Kids get to meet the scientists close-up. You can hear their enthusiasm."

Their development company has also turned distributor. Bamboole now offers on its web site science and education products from vendors all over the world, all road-tested for fun and edutainment value.

"'Impact: Ground Zero' retails for \$24.95, runs on both PCs and Macintoshes, and is available on Bamboole's web site at www.ScienceMaster.com or by calling 408/266-1428.

And the best part? Mascoli's son now wants to be a scientist when he grows up.