

Walter Foster and MEDL Launch "Kids! Learn to Draw" Featuring Garfield and Friends for the iPad

Art Instruction Publishing Veteran and Cutting Edge Mobile Developer Partner to Bring Art to a New Generation

IRVINE, Calif., Jan. 12, 2012 (GLOBE NEWSWIRE) -- Walter Foster Publishing, the world's leading art instruction publisher, and MEDL Mobile, a leader in mobile development, have partnered to create a new drawing experience for creative children. ["Kids! Learn to Draw by Walter Foster"](#) teaches budding artists how to draw an engaging array of subjects using step-by-step guides and the touch of a finger.

In a world run more and more by digital media, Walter Foster recognizes the need to adapt their art instruction to fit the platforms and learning styles of today's children. With ["Kids! Learn to Draw"](#), they have made a timeless skill and hobby accessible and relevant to upcoming generations.

"We are excited to expand our offerings to fit the changing times," says Ross Sarracino, President and CEO of Walter Foster. "We intend to stay at the forefront of art instruction, adapting to new media and broadening our customers' artistic horizons."

The easy-to-use app features a set of realistic drawing tools—a pencil, a marker, and an eraser—that kids can use to build and color their digital drawings. Users can download a wide variety of lessons to suit any boy or girl, from Cars & Trucks to Horses & Ponies. Kids can even learn to draw their favorite funny feline with the Garfield & Friends lesson pack, courtesy of Paws, Inc. Users can also easily adjust the tool sizes and change the color of the pencil and marker to suit the drawing subject. The app also features a freehand drawing mode so kids can open a blank slate and draw freely.

"Our adult version was a huge success, and as the father of two young kids, this is the version that I've been really excited about," says Dave Swartz, Co-founder of MEDL Mobile. "It's been so rewarding to watch my son and daughter learn to draw on an app that we built."

The app is available in the Apple App Store for \$0.99. To jumpstart the journey, ["Kids! Learn to Draw"](#) comes with two free step-by-step lessons: a cat and an airplane. From within the app, users can purchase up to 14 full lesson packs, priced at \$2.99–\$3.99 and featuring an average of 25 individual lessons. Using blue guidelines at every step, the lessons show kids how to develop basic shapes into realistic works of art, giving them a taste of the fundamentals of drawing while delivering great results.

["Kids! Learn to Draw"](#) offers a kid-friendly alternative to the successful Learn to Draw Digital Sketchbook app for the iPad, which is also the product of a Walter Foster and MEDL Mobile partnership. Walter Foster books and kits are available at arts and crafts stores nationwide,

including Michaels, Aaron Brothers, Hobby Lobby, Dick Blick, and online at Amazon.com and BarnesandNoble.com. For more information, please visit www.WalterFoster.com and follow them on Facebook and Twitter. To see all the apps available from MEDL Mobile, visit www.medlmobile.com.

About Walter Foster Publishing: Ninety years ago, Walter T. Foster—a well-known artist, instructor, and collector—began producing self-help art instruction books from his home in Laguna Beach, California. He originally wrote, illustrated, printed, bound, packaged, shipped, and distributed them himself. Although Walter passed away in 1981 at the age of 90, his legacy continues in a growing product line. Based in Irvine, California, Walter Foster Publishing is part of the Quayside Publishing Group.

About MEDL Mobile: MEDL Mobile Inc., an early leader in the emerging mobile applications software market, is engaged in the monetization of mobile apps through four primary revenue generating platforms: (i) development of customized apps for third parties to monetize their particular intellectual property, persona or brand, (ii) incubation of apps in partnership with third parties and from a library of more than 85,000 original apps concept submissions, (iii) sale of advertising and sponsorship opportunities directly to brands and (iv) acquisition of apps from other developers and use of a proprietary application programming interface, or API, to make Apps recommendations for their user base.Â

The MEDL Mobile Holdings Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11366>

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