

NEWS RELEASE

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FOR IMMEDIATE RELEASE

**“Captain Gravy’s Wavy Navy” Featured in New Online
Early Career Awareness System, Kuder® Galaxy**

August 1, 2009 – Burlington, VT/New Orleans, LA – “Captain Gravy’s Wavy Navy,” a children’s album with themes of environmentalism and friendship, is being featured in *Kuder® Galaxy*, an interactive online early career awareness system launched July 1, 2009, by Kuder, Inc. (Kuder).

“Captain Gravy’s Wavy Navy” co-creators David Cooper and Jeffrey Katz set out to educate and entertain children when they penned the album. “We wanted to bring a positive, green-themed message to children and communicate it in a way that didn’t talk down to them,” said Cooper.

Cooper and Katz said the album’s songs tell the story of Captain Gravy and his Wavy Navy shipmates as they “travel aboard their Hip Ship and venture to the dingy depths of the Dirty Empire to rescue the moon from the clutches of the Duke of Dirt, Mu Pollu.”

“It’s not your typical children’s album,” said Katz. “It’s playful and fun, but our intent was to create music that adults could also identify with. ‘Captain Gravy’ is designed as a family experience.”

Galaxy brings Captain Gravy’s story and songs to children in schools and homes across the country. The system, which meets early career awareness goals set forth by the National Career Development Association and the American School Counselor Association, contains four action-based categories: Play, Watch, Do and Explore. Interactive activities, games, videos, music and downloadable worksheets expose children to the world of work while helping them develop self-understanding. The 10 songs from “Captain Gravy’s Wavy Navy” are accessible as singalong audio files in the system’s “Watch” category, which also includes educational videos.

“We’re excited to feature ‘Captain Gravy’s Wavy Navy’ in *Galaxy* because its songs can help build self-understanding in children, and that’s a prime focus of the system,” said Kuder Vice President of Research Dr. Catalina D’Achiardi-Ressler. “The album also promotes diversity, and respect not only for people but for the planet.”

To learn more about “Captain Gravy’s Wavy Navy,” or purchase the album, visit www.captaingravy.com or www.cdbaby.com/cd/captaingravy. To learn more about *Galaxy*, visit www.kuder.com or call 877.773.8444.

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About David Cooper: David Cooper is a singer, songwriter and producer. He began his career in music at Warner Chappell Music, where he developed jingles for national television and radio advertising campaigns. In 1993, Cooper released the single, “Do You Know,” on the Fnac label in France, and in 1994, he co-founded the electronic rock band “46bliss” (www.46bliss.com). The band’s songs have been featured in the television shows “CSI: NY,” “Joan of Arcadia” and “Veronica Mars.” Cooper, a lead vocalist for the band, co-wrote and co-produced their latest album, “remix me away: Volume 1,” released in 2009. Cooper is also the lead vocalist for the Vermont-based band “Mellow Yellow: A Tribute to the Psychedelic Era” (www.mellowyellowband.com). The band performs throughout the state and the New England region. He also finds time to write and produce music for “GBG Family,” a band formed by local Vermont teens that blends pop, rap, traditional African and electronica. Cooper has written and performed music for several children’s projects, including “K.D. The Alley Cat” in “Windows on Math,” an activity-based curriculum for elementary school students; “Captain Gravy’s Wavy Navy,” an album and musical production co-written with Jeffrey Katz and featured in the *Kuder*[®] *Galaxy* online early career awareness system; and the Songs of Love Foundation, a nonprofit organization in which songwriters create personalized songs for seriously ill children and teens. Cooper is a graduate of the Berklee College of Music in Boston, MA, where he studied composition and audio recording. He lives in Burlington, VT.

About Jeffrey Katz: Jeffrey Katz is a marketing professional, writer and painter. Katz began honing his creative talents as a teenager growing up in New Orleans. His love of local music led him to play the guitar, writing original songs for his first band, “Birds of Paradise.” At the age of 13, a story he wrote for a class project was published in national nursing journals. It described the turmoil his family experienced when his mother enrolled in nursing school following his parents’ divorce. After graduating from Louisiana State University with a degree in broadcast journalism, Katz worked in the radio industry, writing and producing advertisements for New Orleans businesses. In 1986, he moved to New York City to further his career in advertising. He earned a master’s degree in direct marketing at New York University and worked his way up the advertising ladder at Rapp Collins Worldwide and Pavilion Advertising. As a senior vice president for Saatchi & Saatchi, Katz’s travel and tourism campaigns earned numerous awards. In 1994, Katz founded AIM Advertising, a firm specializing in retail, education and travel marketing. In 2001, he teamed up with singer and songwriter David Cooper to develop songs for the musical “Captain Gravy’s Wavy Navy.” The project marked Katz’s first experience as a recording artist, as he performed lead vocals for the song “Blues the Frog.” Katz returned to New Orleans shortly after Hurricane Katrina in 2005. Inspired by the city’s remaining architecture, Katz delved into another creative pursuit – painting. In 2007, his series of gouache works, “NOLA Yes,” was selected by Dan Cameron, director of visual arts at the Contemporary Arts Center in New Orleans, for the 11th annual “No Dead Artists” juried exhibition of contemporary Louisiana art. Katz’s paintings and prints are currently on display at Gale Gallery in New Orleans.

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About “Captain Gravy’s Wavy Navy”: David Cooper and David Katz co-wrote the children’s album “Captain Gravy’s Wavy Navy” in 2003, and developed it into a musical stage production later that year. “Captain Gravy’s Wavy Navy: Where’s The Moon?” directed by Keith LaPan, debuted in the Seventh Annual New York International Fringe Festival, where it enjoyed a successful run. The musical hit the stage again in the 2006 New York Musical Theatre Festival under the direction of Elizabeth Lucas. “Captain Gravy’s Wavy Navy” was inspired in part by the aftermath of the Sept. 11 in New York City. Cooper and Katz set out to explore themes of friendship, loss, redemption and renewal through a diverse cast of characters coping with an environmental crisis. The album’s songs tell the story of Captain Gravy and his Wavy Navy shipmates as they travel aboard their Hip Ship and venture to the dingy depths of the Dirty Empire to rescue the moon from the clutches of the Duke of Dirt, Mu Pollu. Tracks from the album include “Captain Gravy Theme;” “Happy The Clam;” “Mu Pollu;” “I’m A Little Stinker;” “School Of Fish;” “Blues The Frog;” “We Are All Brothers;” “Just Look In Your Heart;” and “Welcome To The River.” The studio recording of “Captain Gravy’s Wavy Navy,” which includes vocals by both Cooper and Katz, is featured in *Kuder® Galaxy*, an online early career awareness system launched by Kuder, Inc. (Kuder) in July 2009. Cooper and Katz have worked in a creative partnership developing projects for the music industry, publishing and Web since 2001. They are currently collaborating on a musical comedy. To learn more about “Captain Gravy’s Wavy Navy,” or purchase the album, visit www.captaingravy.com or www.cdbaby.com/cd/captaingravy.

About Kuder, Inc.: Kuder, Inc. (Kuder) was founded in 1997 with a mission to raise student aspirations and to provide career options to students and adults through self-assessment and education. Kuder offers customized, innovative, online solutions for career planners at all life stages, while facilitating communication and collaboration between key stakeholders in economic prosperity – education, business, industry and state agencies. Kuder’s faculty conducts ongoing, relevant research to ensure that our products are reliable and effective. Kuder is headquartered in Adel, Iowa. For more information, visit www.kuder.com or call 800.314.8972.

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