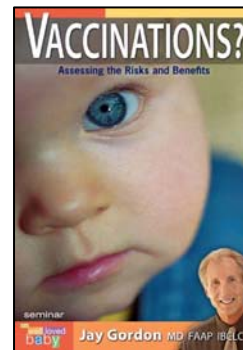


FOR IMMEDIATE RELEASE

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DR. JAY GORDON SPEAKS OUT AT THE WHOLE CHILDREN, WHOLE PLANET EXPO

(NORTHRIDGE, CA May 17-18, 2008) - Dr. Jay Gordon, nationally recognized pediatrician and an outspoken advocate for the reexamination of the safety and efficacy of childhood vaccinations, will appear as a guest speaker at the *Whole Children, Whole Planet Expo* (WCWP) at Highland Hall Waldorf School in Northridge.

Dr. Gordon will speak Sunday, May 18 on the vaccination panel at 11:50 AM, and be available for signings of his informative DVD, ***VACCINATIONS?: Assessing the Risks and Benefits***, at the Childcare Media/Choices, Inc. booth from 1:00-2:00 PM. Thereafter, he will be available for media interviews from 2:00-4:00 PM.

Dr. Gordon is a much sought-after expert who candidly discusses the ongoing debate on vaccinations and the links to autism and other neurological disorders. In April, he appeared on "Larry King Live!" along with autism activist and actress Jenny McCarthy during CNN's *World Autism Day*. He was recently featured on FOX 11 LA in their news feature *VACCINE WARS* and hosted an in-studio online chat in which over 8,500 concerned parents logged on to hear Dr. Gordon's perspectives regarding immunizations and pediatric healthcare. To view a recording of these shows, go to www.vaccinationsdvd.com.

About Jay Gordon M.D. FAAP, IBCLC (Emeritus):

Dr. Gordon has been treating patients at his private practice in Santa Monica, California for 25 years. He is a fellow of the American Academy of Pediatrics and is an assistant clinical professor of pediatrics at UCLA School of Medicine and on the attending staff of Cedars Sinai Medical Center. He is a frequent medical commentator and media resource on pediatric issues, appearing on television, in magazines, and newspapers.

About Choices:

Choices, Inc. is a specialty distributor of quality documentaries, educational programming, and feature films. The company believes that documentaries are highly effective teaching tools, and provides both lesson plans and guidebooks as a resource for educators. More information is available online at www.choicesvideo.net.

For more information about the DVD or to schedule an interview during the expo with Dr. Gordon, please contact media relations director, Christelyn Karazin via telephone (951) 203-1313 or email at ckarazin@gmail.com

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