

MAD SCIENCE NAMED INNOVATIVE BUSINESS OF THE YEAR!

The Las Vegas Chamber of Commerce recently recognized Mad Science as the Innovative Business of the Year during their 2nd Annual Biz E Awards. The award presentation was held on August 22, 2007 at the Four Seasons Hotel.

Mad Science is the world's leading science enrichment provider for after-school programs, in-school workshops, science nights, assemblies, camps, birthday parties, and corporate events. Mad Science's mission is to spark the imagination and curiosity of children everywhere. They provide fun, interactive and educational activities that are enjoyed throughout the Las Vegas valley.

"Mad Science's immense popularity is due to the perfect blend of education and entertainment," says owner, Scott Rosen. "Programs are loaded with exciting experiments and amazing demonstrations! Whether children are mixing up slime-y concoctions, launching model rockets, or exploring bubbling potions, they are learning about science and how it affects the world around them."

Rosen relocated to Las Vegas from Chicago to bring his unique programming to the children in Las Vegas. He and his wife Robyn started out of their garage with a team of four instructors, called "Mad Scientists". In the past five years, they have grown to encompass 7,000 square feet of office space and a staff of nearly 75 energetic Mad Scientists. They operate in 175 public and private schools, serving more than 200,000 local children every year. The company also provides corporate programs and events, and in the spirit of giving back to the community, donated in excess of \$175,000 worth of free programs last year alone!

In October, the Rosens and Mad Science will be the first inductee into the Las Vegas Chamber of Commerce "Hall of Fame". "We are so proud of this award," says Rosen. "It is a tribute to the hard work of my staff who are out there inspiring children every day. We are not trying to trick the children, but they are having so much fun, they don't even realize they are learning!"