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## BABIES INCREASE INTELLIGENCE BY TOUCHING, TICKLING AND TAPPING

*Brilliant Giggles Computer Funtime For Baby™  
Debuts in Booth 3150 at Toy Fair*

Rochester, NY (January 17, 2006) - Young children used to love imitating their parents speaking on the telephone. If they weren't trying to grab the phone, they walked around babbling into blocks, bananas, and, to Bowzer's chagrin, stolen dog bones. But for today's parents, the phone has been replaced by the computer keyboard. Babies can't resist imitating mom and dad's e-mail activity by tapping away at the keys. And that fact was the seed that inspired the most brilliant product at this year's Toy Fair, **Giggles Computer Funtime For Baby**.



Invented by Rochester software guru, Tim Leverett, for his 10-month old son, this parent-inspired product encourages children to touch and tap the keys, by offering instant feedback on-screen as a reward. Because his son was so intrigued with the computer, Leverett tried to find products that would satisfy that curiosity. Disappointed at not finding anything suitable, fun or age appropriate, Leverett decided to create something on his own.

"I looked around and there were really only a handful of other titles geared toward the baby market, and to be honest, I really didn't think they were well done at all. They seemed to be designed by big companies who told their developers, 'We need a baby product,'" Leverett said.

After 2 years of extensive research and development he became the proud papa of a wonderful new software series for babies ages 6 to 24 months. In the first title to market, "Shapes," whenever a child touches the keyboard, they are rewarded by fun, on-screen sounds and adorable dancing, flying and spinning shapes. In addition to the 14 activities, each **Giggles Computer Funtime For Baby** title includes more than 50 songs in 5 musical categories, and Shapes includes a 2nd bonus CD with a limited edition screensaver version of the software.



**Screen shot from Giggles  
Computer Funtime For Baby**

More than simply eliciting delighted laughter from babies, **Giggles Computer Funtime For Baby** is highly educational. Research has shown that the more you stimulate and interact with young children, the more they learn and develop. The overall quality of their learning and development increases dramatically.

Leverett is extremely excited and confident about debuting his new product line to specialty toy retailers and computer software distributors. This because he is arriving at Toy Fair on the heels of two extremely successful consumer trade shows. In November and December, 2005, at the American Baby Magazine Shows in Chicago and New Jersey, **Giggles Computer Funtime For Baby** was the top-selling product out of nearly 400 vendors.



Another screen shot from  
**Giggles Computer Funtime For Baby**

**Giggles Computer Funtime For Baby** is easy to use, super-fun and babies just love this product. The debut title, “Shapes,” is available now for both PC and Mac, retails for \$24.95, and can be purchased on the web at [www.Giggles.net](http://www.Giggles.net). There are plans for a total of 10 different titles in the series that include “My Animal Friends,” “Funny Faces,” and “Around My House.” New titles will be released over the next 3 years.

For more information contact Tim Leverett, at Leverage, LLC at 866-488-7391. You can email him at [tim.leverett@leverage.com](mailto:tim.leverett@leverage.com) or visit his website at [www.giggles.net](http://www.giggles.net).

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