



For Immediate Release
For press information, please call
Leveractive, Tim Leverett (585)755-5579

BABY ROCK STAR SEEN PLAYING A TUBA

Rochester, NY (February 15, 2009) - Aspiring baby Mozarts, or your little rock star, can now experience and play the violin, cello, trumpet, tuba, guitar, all kinds of drums - more than 20 different musical instruments - all in My Musical World, the 5th title in the award-winning Giggles Computer Funtime For Baby™ software series being debuted this week in booth #6224 at the American International Toy Fair in NYC, February 15-18, 2009.



The Giggles Computer Funtime For Baby™ series, designed for babies 6-to-36 months of age, has been hailed as a ground-breaking approach to letting babies as young as 6 months old interact with a computer. In this latest release, babies can interact with and control musical instruments and many different music-based scenes and activities, all featuring the very cute Giggles Gang™ characters, just by pressing or tapping any key on the computer keyboard. This latest title, My Musical World, will be shipping by April 2009 and available for both PC and Mac.

My Musical World contains 14 main activities, with many of those containing multiple sub-activities. “I think this is our ‘richest’ title yet as far as content is concerned” says Leveractive CEO and creator of the software series Tim Leverett. “There really is an amazing amount of content to interact with, and babies just touch the keys to do it. They can play musical instruments, make a silly

orchestra play, learn about how music is all around us everyday, and just have a lot of fun. We’ve also added even more music to this one - there are more than 70 songs in there!”

The Giggles Computer Funtime For Baby™ My Musical World title provides the same cause-and-effect on-screen feedback that babies love as the other Giggles Baby™ titles, but also adds a new dimension to the play experience for toddlers at the upper end of the 6-to-36 month age range. Many of the musical instruments for example are actually mapped to the computer keyboard with proper scales and notes.

Leverett explains, “Press the computer keyboard keys 1-1-5-5-6-6-5 when playing with the piano activity and you’ll play the beginning of Twinkle Twinkle Little Star, because the “1” key correlates with the 1st note in a C major scale, the “5” key with the 5th note in that scale, and so on. All of the instruments can be experienced this way. If a baby just wants to have fun, they can press any key at all and get instant feedback and on-screen fun. But if an older child, like a toddler or

pre-school age child, wants to explore further and actually make music and play songs, they can do it by pressing specific keys on the computer keyboard in that very same activity. It's very cool."

This expanded capability allows My Musical World to cater to children from 6 months old up to 3 or 4 years old very comfortably and appropriately.

So, why software for babies? Babies see their parents using the computer all the time, and just like in the 70's and 80's when babies wanted to continually play with the telephone they saw in Mom's hand, babies today really want to touch the computer keys they see Mom and Dad touching all the time. The Giggles Computer Funtime For Baby™ software series is the only software product available that directly addresses this and allows babies to touch any key at all, while providing engaging and age-appropriate content. This elicits loads of giggles and smiles from both babies and parents alike. Each program in the series locks out and protects parent's computer and files so that babies can press any key to their heart's content without risk of ruining anything important on the computer.



Screenshot from My Musical World



Screenshot from My Musical World

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

Giggles Computer Funtime For Baby™ is easy to use, lots of fun and babies do love this product. Along with the new My Musical World, the other 4 available titles include, Shapes & Colors, My Animal Friends, ABC's & 123's, and Nursery Rhymes. All ship with both PC and Mac versions, as well as English and Spanish

versions, all on the same CD and retail for \$19.99. There are plans for a total of 10 different titles in the series and new titles will be released over the next 3 years.

Leveractive, LLC is a privately held consumer products company located in Rochester, NY and currently specializing in entertainment software titles for the baby and toddler markets. Brands include Giggles Baby™, Giggles Toddler™, Giggles Kids™, and The Giggles Gang™. Leveractive was founded in 2004 by Tim Leverett as vehicle for creating inspiring and enriching products for his own son. This dad-inspired journey continues today with a commitment to creating outstanding quality-of-play experiences for all children.

For more information on Leveractive, LLC, contact Tim Leverett, at Leveractive, LLC at 585-755-5579. You can e-mail him at tim@leveractive.com or visit the web site at www.giggles.net.

###