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A-B-C, 1-2-3 GIGGLES BABIES LEARN EASILY

Giggles Computer Funtime For Baby™ Introduces New Products At T-O-Y F-A-I-R



Rochester, NY (March 1, 2007) - Babies learn through playing; it's the way Mother Nature designed them. That's why the folks at Leveractive, creators of the award-winning Giggles Computer Funtime For Baby™, make their keyboard-tapping software for babies so much fun. They figure, why mess around with Mother Nature? And their newest title in the series, ABC's & 123's is no exception. As a matter of fact, it's so much fun that babies echo the product's name every time they play... because they "giggle" so much!

Babies now have even more to giggle about! At the American International Toy Fair in NYC in February, Leveractive premiered ABC's & 123's for the first time. The new title will join the first two titles in the Giggles Computer Funtime For Baby software series, the popular Shapes and My Animal Friends, expanding the company's fast growing product line.

The new title is available publicly and shipping today, March 1, 2007, and Leveractive president Tim Leverett says that "...we're releasing a new title in our keyboard-tapping software series for babies every 5 months and will continue that pace through 2007. We're excited to release this next title at Toy Fair - we've really worked hard to make each title unique and special."

ABC's & 123's includes over 50 songs and 14 unique and fun keyboard-tapping activities. The activities completely lock out the system allowing curious babies to safely press any key at all the computer. Babies are engaged by the silly on-screen dancing, flying, and appearing letters and numbers, fun animations, adorable animal characters, and wonderful music and sound effects that their key presses activate. Some of the activity titles in ABC's & 123's are:

- Big Letters & Numbers
- A is for Apple
- Building Letter Blocks
- The Magic Letter Hat
- Sing the Alphabet Song with Flopsy

Also at Toy Fair, Leveractive premiered Spanish versions of its 2006 titles, Shapes and My Animal Friends, as well as for its new ABC's & 123's title. English and Spanish will ship on the same installation CD for each title, beginning in March 2007, so a user can install either language or both if they'd like.

In 2006, Giggles Computer Funtime For Baby was honored to receive the iParenting Media Excellent Products Award, the Dr. Toy Smart Play/Smart Toy Product of Excellence award, the Mr. Dad Seal of Approval, the Editor's Choice Award from Children's Technology Review, and several other prestigious awards and glowing reviews from reviewers and parents alike.

Invented by Rochester, NY interactive developer Tim Leverett for his 10-month old son, this parent-inspired product line 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. After two years of development and research, the Giggles Computer Funtime For baby software series was born.

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, and the overall quality of their learning and development increases dramatically. So you could say that the more they giggle, the more they're learning or the more fun they're having. Either way, it's a good thing.

All of Leveractive's products are available for both PC and Mac, are widescreen enhanced, and retail for a new low price of \$19.99. There are plans for a total of 10 different titles in the series that include, Nursery Rhymes, Funny Faces and Around My House. New titles will be released over the next 3 years.

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

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