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For press information, please call
KidStuff Public Relations,
Lisa Orman, (608) 767-1102

AWARD-WINNING BABY PRODUCTS COMPANY, LEVERACTIVE, HAS LOTS TO “GIGGLE” ABOUT

*Giggles Computer Funtime For Baby™ Adds Prestigious Children’s Technology Review
Editor’s Choice and Mr. Dad Awards to Its Cache*

Rochester, NY (June 20, 2006) - As we learned back in the 70’s through the persona of young, Mikey in the Life cereal commercials, sometimes things that are good for us are actually fun, too. And in 2006, such is the case of specialty toy industry newcomer, Leveractive™. Proving the brilliance, marketability and fun of its product line, Giggles Computer Funtime For Baby, Leveractive just garnered two more sought-after awards: it was chosen as an Editor’s Choice by the prestigious Children’s Technology Review and was named one of the Top 10 Mr. Dad Seal of Approval picks for best activities for a father and his child by “Mr. Dad” Armin Brott.



These two awards follow two other coveted toy industry awards: The 2006 iParenting Media Excellent Products Award and the 2006 Dr. Toy Smart Play/Smart Product of Excellence.



The Children’s Technology Review Editor’s Choice Awards are given to only the highest quality children’s products in the interactive media category, said editor Warren Buckleitner, Ph.D. These are “no fail” products, worthy of their cost, and able to keep children engaged for days at a time, he said.



As for Mr. Dad, Brott commented in his award, “We didn’t want to like this product. The idea of plopping an infant down in front of the computer seemed wrong. But we were quickly won over after installing the software and banging on the keyboard. Giggles is fun, entertaining, and engaging for babies and their dads.”

Invented by Rochester software guru Tim Leverett for his 10-month old son, this parent-inspired product encourages babies 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 really weren’t any other titles created for the baby market. There are one or two claiming to be for older babies, but even they are not age-appropriate, engaging, or very well thought out. I wanted to create something that engaged babies in a very personal, warm and age-appropriate way. Most of all, it had to be thoughtful and filled with creativity.” 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.



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.

Giggles Computer Funtime For Baby is easy to use, super-fun and babies just love this product. The debut title, “Shapes,” is available for both PC and Mac and retails for \$24.95. 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.

We look forward to seeing more of Leveractive’s innovative and creative baby products in the coming years. Based on what they’ve created so far, there’s lots more award-winning fun and learning ahead. And that’s a good thing for our children.

For more information contact Tim Leverett, at Leveractive, LLC at 866-488-7391. You can email him at tim.leverett@leveractive.com or visit his website at www.giggles.net to purchase either downloadable files or disks, or for information.

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