



For Immediate Release
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Leveractive hires charismatic new VP of Sales and Marketing

Up-and-coming consumer products and software company Leveractive brings in an up-and-coming sales and marketing star.

Rochester, NY (July 1, 2008) - Rochester, NY based Leveractive, LLC has hired Amanda DeVito as Vice President, Sales and Marketing working primarily on it's award-winning baby software line, Giggles Computer Funtime For Baby.

Ms. DeVito has a diverse background in sales and marketing including in-depth experience in media sales, with previous positions including Sales Manager for WHAM-13 television in Rochester, NY.

"I've had my eye on Amanda for this position for the last couple of years as we've gotten to know each other through common friends. I'm thrilled that she has now come on board. She brings an enthusiasm and expertise that will energize our brands further on the national consumer products stage", says Leveractive CEO/Founder and Creative Director Tim Leverett.

"I'm excited to bring my experience from the Western NY area to the national and international stage. Leveractive's product lines are industry leading and amazing. Leveractive is a gem that most Rochesterians don't even know about, but people all over the U.S. and in 25 countries love their award winning software for babies", says DeVito, "I can't wait to get started!"

The Giggles Computer Funtime For Baby™ series has been hailed as a ground-breaking approach to letting babies as young as 6 months of age interact with a computer. Babies can interact with and control the objects and characters on-screen by just pressing or tapping any key on the computer keyboard. All titles are currently available for both PC and Mac and provide parents with a unique new way to lovingly share a wonderful fun time with their children.

Giggles Computer Funtime For Baby™ is easy to use, lots of fun and babies do love this product. There are currently 4 available titles including, Shapes, My Animal Friends, Nursery Rhymes and ABC's & 123's. All ship with both PC and Mac versions, 14 activities & more than 50 songs, 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™, and Giggles Kids™. 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 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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