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

MY ANIMAL FRIENDS WINS MORE FRIENDS

Kids love animals. Babies love animals. Reviewers love animals?



Rochester, NY (August 9, 2007) - Kids love animals. Babies love animals. So when baby software developer, Leveractive, LLC released the My Animal Friends title in their Giggles Computer Funtime For Baby™ software series, they knew they had that going for them. But it turns out reviewers love them too!

The iParenting Media Awards for Outstanding Products of 2007 were announced this week and Giggles Computer Funtime For Baby™ - My Animal Friends was on the list. This is the 8th award the Giggles Baby™ product line has received in 2007 alone and one of the most coveted awards in the children's product industry. The Shapes title from the series was awarded an iParenting Media Award in 2006.

“At iParenting, we know what a challenge it is for parents to find outstanding products for their families. That’s why we created the iParenting Media Awards program to thoroughly review products and then recognize only the best ones and share them with our audience,” says Alvin All, Chief Executive Officer of iParenting Media. “During our Outstanding Products Call for Entry, our professional reviewers carefully evaluated more than a thousand items, but only the ones that met or exceeded our high standards earned the iParenting Media Award. We believe iParenting Media Awards is the largest certified and audited evaluation system of children’s and parenting products in the industry, and this should give parents comfort that we are screening the same items they are exposed to in the marketplace.”

Leveractive CEO, and the product’s original creator, Tim Leverett commented, “We’re very pleased to be honored with another iParenting Media Award this year. It provides parents with an outside and unbiased reassurance that our product is of a very high quality, creative, educational, fun, and very appropriate for their little ones.”



Invented by Tim Leverett for his 10-month old son, this parent-inspired software product line 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.

After 2 years of extensive research and development the new software series for babies' ages 6 to 24 months was born. In each of the 3 available titles, whenever a child touches the keyboard, they are rewarded by fun on-screen sounds and adorable animated characters and actions. This elicits loads of giggles and smiles from both babies and parents alike.

But 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, lots of fun and babies just love this product. The 3 available titles, Shapes, My Animal Friends, and ABC's & 123's are available for both PC and Mac 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. In addition to the 14 activities included, each Giggles Computer Funtime For Baby™ title includes more than 50 songs in 5 musical categories, comes with both English & Spanish versions, and includes a 2nd bonus CD with a screensaver version of the software.

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.

Leveractive, LLC is a privately held consumer products company 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 email him at tim.leverett@leveractive.com or visit the website at www.giggles.net.

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