



For Immediate Release
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Leveractive debuts new video in-store display systems for it's Giggles Baby line!

Giggles Computer Funtime For Baby new video point-of-purchase display enhances sales and customer awareness at the point-of-purchase.

Rochester, NY (September 15, 2008) - To provide a more interactive and attention-grabbing experience for shoppers, Leveractive has made new video-based point-of-purchase display systems available to all existing and future retailers of it's award-winning Giggles Computer Funtime For Baby Software Series for babies. The new video displays, debuted at last week's ABC Kids Expo in Las Vegas, Nevada, provide shoppers with a quick overview of how the product works, features, benefits for the baby and parent, and information on awards and customer testimonials.

"The combination of this new in-store video and the great packaging for the product line provides the customer with a greater and quicker understanding of the product's benefits and how it works. The video display jumps off the shelf and brings shoppers in. Parent's are able to immediately see how this product provides a great benefit to both them and their little ones" says Tim Leverett, CEO & Creative Director at Leveractive, LLC.

Leveractive is providing these displays in both a counter-top model with a built-in 7-inch video screen as well as a floor stand model with a built-in 10-inch screen. Both versions end up costing the retailer nothing after an offset of free product provided with each.

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.

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



New video display with built-in 7 in. video screen

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.

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. 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.

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