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MY MUSICAL WORLD IS PERFECT!

*COMPUTER GAME FOR BABIES RECEIVES COVETED AND RARE 5-STAR RATING
FROM CHILDREN'S TECHNOLOGY REVIEW*



Rochester, NY (October 28, 2009) - My Musical World, the latest program in the ground-breaking Giggles Computer Funtime For Baby™ software series for babies from Leveractive, LLC, has been awarded a rare 5 out of 5 stars rating and an Editor's Choice Award by the highly respected Children's Technology Review. This "perfect score" honor for excellence in children's media is so rare that the publication has done 8,525 product reviews since 1985 and only 42 products have been awarded the perfect 5 out of 5 stars.

The Children's Technology Review web site states, "The Children's Technology Review Editor's Choice Awards are given to only the highest quality children's products in the interactive media category."

In Giggles Computer Funtime For Baby™ - My Musical World, aspiring baby Mozarts or little rock stars can experience and play the violin, cello, trumpet, tuba, guitar, all kinds of drums - more than 20 different musical instruments - just by pressing or tapping any key on the computer keyboard. Little ones also interact with and control different music-related scenes within the 16 activities and 80 songs, which usually feature the cute Giggles Gang™ characters, just by pressing keys.

"I think this is our 'richest' computer game for babies yet, as far as content is concerned" says Leveractive CEO and creator of the software series Tim Leverett.

"There really is an amazing amount of content to interact with, and babies just touch the keys to do it. They can play musical instruments, make a silly orchestra play, learn how music is all around us everyday, and just have a lot of fun." He adds, "I could not be happier receiving the award and rating from Children's Technology Review. It is one of the most respected voices in children's media products and it really means a lot".

The programs are designed for babies 6-to-36 months of age, and have been called a ground-breaking approach to letting babies as young as 6 months old interact with a computer. The program locks out the parent's system while it is running, protecting their computer



and files and letting babies safely touch any keys on the computer keyboard for on-screen responses. My Musical World is available for both PC and Mac and is the 5th program in the award-winning computer game series from Leveractive, LLC, based out of Rochester, NY.

The Giggles Computer Funtime For Baby™ My Musical World program provides the same cause-and-effect on-screen feedback as the other Giggles Baby™ titles, but also adds a new dimension to the play experience for toddlers at the upper end of the 6-to-36 month age range. Many of the musical instruments for example are actually mapped to the computer keyboard with proper scales and notes so actual songs can be played by children with a little practice. This expanded capability allows My Musical World to cater to children from 6 months old up to 3 or 4 years old very comfortably and appropriately.



Screenshot from My Musical World

This is the 4th Editor's Choice Award from Children's Technology Review for the Giggles Baby™ software series with previous awards in 2008 (Nursery Rhymes - 4.9 out of 5 stars), 2007 (ABC's & 123's - 4.8 out of 5 stars), and 2006 (Shapes - 4.7 out of 5 stars).

Along with My Musical World, the other programs available in the Giggles Computer Funtime For Baby™ series include, Shapes & Colors, My Animal Friends, ABC's & 123's, and Nursery Rhymes. All ship with both PC and Mac versions, and many with English and Spanish versions on the same CD, and retail for \$19.99 on the company's web site www.Giggles.net.

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™, Giggles Kids™, and The Giggles Gang™. 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 on Leveractive, LLC, contact Tim Leverett, at Leveractive, LLC at 585-755-5579. You can e-mail him at tim@leveractive.com or visit the web site at www.giggles.net.

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