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February 3, 2004

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ToddlerCoddler Wins iParenting Media Award Takes Home Best Products for 2004 Distinction

POTOMAC FALLS, VA – ToddlerCoddler today won the iParenting Media Award in its Best Products For 2004 call for entries. The winners were announced at Toy Fair 2004 in Evanston, Illinois.

ToddlerCoddler provides head, neck and lateral support to prevent sleeping children from "slumping" in their car seat or booster. It also can be used in jogging strollers, umbrella strollers and on airplanes. All that is needed is a headrest or seatback.

"We are thrilled," said Susan Dunk, inventor of the ToddlerCoddler. "We have a strong following in the market because we fill a niche that wasn't being addressed. It's gratifying to get this kind of positive feedback."

ToddlerCoddler has recently expanded its product lines to address the needs of the travel and special-needs markets.

"It has become clear that our products, while appreciated by the general public, are most useful to those in greatest need of additional head and neck support," Dunk said. "That's why we recently modified our product line to fit the unique requirements of the travel and special-needs markets." ToddlerCoddler is supported by the chiropractic community.

The iParenting Media awards cover a vast array of products, ranging from car seats and strollers to the latest DVDs, safety products and interactive toys. Experts, licensed childcare facilities and parents review the products and submit a thorough evaluation of each item. Results are submitted to the iParenting Media Executive Committee for final approval. The end result is a list of award-winning products that parents can feel confident in purchasing for their family.

"After enduring rigorous testing and consideration, these items demonstrated excellence in their product categories, making them great purchases by today's parents." says Alvin All, chief executive officer of iParenting Media.

The ToddlerCoddler Web site is available at www.toddlercoddler.com.