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ToddlerCoddler Wins 2005 Award The National Parenting Center's Seal of Approval

POTOMAC FALLS, VA – ToddlerCoddler today was awarded The National Parenting Center's 2005 Seal of Approval. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.

ToddlerCoddler is a mom-invented product that provides head, neck and lateral support to prevent sleeping children from "slumping" in their car seat or booster. Recommended by chiropractors for healthy spinal alignment, ToddlerCoddler can also be used in jogging strollers, umbrella strollers and on airplanes.

"This is an important distinction, and we're honored by the award," said Susan Dunk, inventor of the ToddlerCoddler and CEO of the company. "We have worked so hard to make ToddlerCoddler the best it can be, and it is gratifying to see other organizations in the industry agree with us."

The National Parenting Center's Seal of Approval program, created in 1990 as an adjunct to The National Parenting Center's support services, identifies the finest products and services being marketed to the parent/child audience. The testing involves a multi-step process that is conducted over an eight-week period.

ToddlerCoddler also has recently expanded its product lines to include accessories that help customize the look of the Coddlers. CoddlerCovers, available nationwide in May, are specially designed pillowcases that come in three styles: Pink Pizzazz, Lovely Lavender and Stylin' Plaid.

The ToddlerCoddler Web site is available at www.toddlercoddler.com. The company is based in Potomac Falls, Virginia.