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TOTS CAN AVOID LIFE'S EARLIEST SPEED BUMPS WITH SNAZZY BABY SAFETY PRODUCTS

Check Out Snazzy Baby's Latest Gear at Booth 624 at ABC Kids EXPO

Breakfast Point NSW, Australia (September 3, 2009) – What goes up must come down and any parent watching a baby learn to crawl, sit and stand knows that gravity eventually takes over. Those are life's earliest speed bumps. Wouldn't it be easier, wonder some moms, to just bubble wrap Junior until he attends school? Sadly, little knees scooting across the bare or carpeted floor will get sore but he needn't get rug burn! Snazzy Baby of Australia has a remedy for that and several other safety situations where ouches and tears can be avoided.

Australia's award-winning baby safety products come to the States this month as Snazzy Baby sets up shop in Booth 624 of the ABC Kids Expo in Las Vegas, NV. The popular Expo showcases products from newborn through teen, predominantly in the areas of furniture, bedding, room décor, baby gear, and toys. Snazzy Baby will promote its award-winning knee pads, travel chair and combo carrier.

The company began with a mom-invented set of knee pads. Snazzy Baby founders Cyndy and Brian Mundy's young son, Lucas, screamed and cried while being bathed, as his rug-burned, red, tender and bruised knees hit the water. That first major developmental milestone – crawling -- had suddenly become a nightmare!



As Cyndy explains, “Our Research and Development team are driven by a strong desire to create products which are safe, fun and easy to use. Our new baby carrier and travel chair are two of our newer products developed by Snazzy Baby based on focus groups with Australian and American moms. We love products that simplify everyday life and allow parents to enjoy every minute of their lives with their baby, doing the things they want to do while ensuring their baby is protected when using our products. We are dedicated to making parents lives easier - Simple, Safe and Snazzy!”

Snazzy Baby's website, www.SnazzyBaby.us, explains in detail each safety product and even includes a lively YouTube video for the lightweight 3 in 1 Plus Combo Carrier.

Celebrity moms like Melissa Joan Hart have gotten hold of Snazzy Baby's innovative items and have gushed about their simplicity and protection. TV's Brooke Burke wrote via CelebrityChitt.com, “thank you for thinking of Shaya on his first birthday! The knee pads are perfect for our house as he is not yet walking.”

The following safety protection items, designed for on-the-go tots, are available online and at specialty retailers in Australia, Canada and the United States:

Mom's Deluxe 3 in 1 Plus Combo Carrier • \$79.99 • Ages 4+ months to 3+ years

Available for shipment in mid-late October, this *iParenting Media Award Outstanding Product of 2009 for Best Gear and Equipment* is a lightweight marvel designed to be worn by dads or moms. Focus groups of Australian and American parents told Snazzy Baby what they wanted for a safe multi-use carrier. This 3-in-1 combo gives baby a choice of viewing the world outwards or hide snugly inwards; can be used as a temporary high chair restraint system and can be used in shopping carts for additional safety. Choose from two colors, Black or Sand. Each Combo Carrier comes with free pair of Leg Warmers, retail value \$7.99.



I love all products that offer multiple uses. This product offers the consumer the most for their purchase. As your child grows, so does this product. My child loves to be able to face outwards and I like the fact that I am able to have a choice of which way to place my child. I really like the storage compartment. I can store the basic needs such as my car key, license and money when traveling on the go. It is very easy to clean and it washed nicely. The color coded clips are an added bonus and save a lot of time. The fact that the instructions came on a DVD for easy instructional use was much better than reading a manual. This combo carrier is extremely lightweight so it does not hurt your back with the weight of the carrier and then the added weight of the child/infant. I love the fact that my husband feels comfortable wearing this too. It allows him and me to take turns wearing this without any complaints from him. The weight limit on this product is wonderful. My kids have always been on the large size since birth and with most items/products, they outgrow them faster due to their size. This combo carrier allows me to use this for a longer period of their life.

-- *iParenting Media Award reviewers*

My Baby's Own Travel Chair • \$34.99 • Up to 37 lbs



Winner of the *iParenting Media Award for Best Baby Gear*, this snazzy device turns a shopping cart or an ordinary chair into a temporary restraint system. Unlike other soft portable high chairs, this travel product has a

non-slip bottom that grips the surface of any chair allowing baby to sit comfortably without fear of slipping. Parents have peace of mind and this 7 oz. wonder can be tucked into a diaper bag or carried over the shoulder. Choose from two colors: Red or Navy.



I love how small it is and that it is easy to carry around. I like the concept of it and I like that it comes in a lot of different colors. I didn't think it was really going to work but it kept my daughter contained and she was still able to move and that was a plus for me. We first used it at a restaurant in a high chair and it really does work. She was enjoying her dinner and still able to turn but it kept her from standing up. Which she likes to do a lot! I like this for a high chair because typically the high chairs at restaurants only have a thin strap between the legs that moves and then a strap that barely keeps a child contained which allows the child to stand up. With this product it allowed us all to have a pleasant dinner.

-- *iParenting Media Award reviewers*

Snazzy Baby Knee Pads • \$19.99 • Ages 4 months. to 4+ years



Winner of the *iParenting Media Award for Safety*, these little protectors work as well for commando crawlers as for new walkers, running toddlers and even bike riders. The knee pads can be switched to the elbows for extra protection. Choose from 4 snazzy colors: Seafoam, Princess Pink, Starfish Blue or Midnight Blue. Works wonders indoors and out.

These knee pads are ergonomically designed to allow for flexibility and movement without impacting circulation. In addition, Snazzy Baby knee pads are endorsed by medical professionals and can be used with children with special needs such as hemophilia, cerebral palsy, spina bifida, and muscular dystrophy.

The material is sturdy and easily cleaned. My older child (3 years) could put this on herself with a little practice. The colors work for a boy or girl. I think the positive characteristics of the Snazzy Baby Knee Pads are that they are made out of very durable fabric and the knee part is very thick. The knee pads are durable, easy to clean and attractive. This product is excellent for crawling. The knee pads keep the knees of my child's pants clean, and they provide extra traction for crawling. These knee pads were also attractive and fun to use.

-- iParenting Media Award reviewers

My Baby Leg Warmers • \$7.99 • One size fits all

Available for shipment in mid-late October, choose a pair from four different color options designed to complement the Snazzy Baby Knee Pads. That's total (and snazzy) protection from hip to toe. The lightweight warmers are 85% cotton with a touch of spandex and nylon. Little legs can easily get cold from air conditioning or just a chill in the air. The warmers are available in Ocean Blue, Pink Pizzaz, Jungle Green and Wild Blue, adding warmth, style and protection for indoors and out.



Order a *Special Value Pack*, which comes with a pair of knee pads and leg warmers, for \$24.99 (a \$3 savings over purchasing separately). Choose from Pink Pizzaz and Ocean Blue.

ABOUT SNAZZY BABY

Your home for the best in innovative baby protection products, Snazzy Baby was created by Australian mom Cyndy Mundy who needed to protect her tot's tender knees after another day of crawling on the carpet. The award-winning company has impressed online and brick and mortar retailers with snug, soft, 4 layer cushioned oval knee pads made of neoprene and secured with velcro straps and ensuring a comfortable fit. *iParenting Media Awards* have praised each one of their products as they've come to market

For more information on all of Snazzy Baby's safety products, visit their new U.S. website at www.SnazzyBaby.us.