

February 9th 2010

AWARD-WINNING FIRST TODDLE® TO LAUNCH PLAY AND DEVELOPMENT SYSTEM AT TOY FAIR 2010

**FIRST TODDLE® “5-in-1 Infant/Toddler Play, Entertainment and Development System,”
can be seen at Toy Fair 2010 - Booth #133B**

*Held at the Javits Center Beginning Sunday, February 14th through Wednesday, February 17th, 2010 Press Kit
Materials Are Available Online at the Virtual Press Office*

Phoenix, Arizona. --(Business Wire)—Feb 9, 2010 First Toddle, Inc., formally launches its premiere product -- First Toddle®, at Toy Fair 2010 in New York City. First Toddle® is both a play and development system that gives infants and beginning toddlers a safer environment in which to learn to stand and walk. It then stays with the child once they are walking and utilizes more advanced play features to challenge and entertain children for months and years to come, providing them continued development and their parents great long-term economy.

First Toddle:

- Provides infants the opportunity for enhanced hand-eye coordination and development.
- Supports infants and new toddlers as they more safely practice standing and walking skills.
- Includes infant and toddler accessories and works with several advanced accessories (including sports -- football, basketball, soccer, hockey, gymnastics)
- Adjusts to multiple heights
- Assembles easily without tools and requires little space
- Disassembles, transports and stores easily.

About First Toddle, Inc. - First Toddle, Inc., is a Phoenix-based company specializing in childcare products. Its premiere product, First Toddle®, “the 5-in-1 Infant/Toddler Play, Entertainment and Development System,” initially emphasizes standing and walking skills. It can then be easily reconfigured to provide a variety of fun and challenging play areas for children up to 3 years of age and beyond.

Further information available at www.firsttoddle.com

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