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FIRST TODDLE® RECEIVES MULTIPLE AWARDS FOR CHILDREN’S PRODUCTS

Innovative play and development system, First Toddle, wins awards and gets a significant “thumbs up” from Four Product-Evaluation Organizations

Phoenix, AZ (February 11, 2010) – In just the last four months, First Toddle® “the 5-in-1 Infant/Toddler Play, Entertainment and Development System,” has received more than seven (7) awards from four (4) product evaluation organizations in the children’s products industry. Organizations that recognized First Toddle® include *Creative Child Magazine*, *The Toy Man*, *The National Parenting Center*, and *iParenting Media Awards* (a Disney Internet Group media property).

“This is a great start for a great product. With so much approval already we are excited to launch First Toddle® formally at the Toy Fair 2010 in NYC.” said Michael J. Monaghan, Founder and CEO of First Toddle, Inc. “We look forward to living up to these honors by delivering fun and development opportunities for children and real value for parents.”

First Toddle® was evaluated for characteristics such as child entertainment and development, ease-of-use, value, on-going usefulness, durability, and eco-friendly manufacturing and design. **For more information on each award please go to www.firsttoddle.com and see the “Awards” page.**

The awards received to date include:

Creative Child Magazine

“2009 Top Toy of the Year Award”
Infant/Toddler Educational Category



The National Parenting Center

“2010 Seal of Approval”



iParenting Media Awards

“2009 Greatest Product”

Gear and Equipment Category



The Toy Man

“2009-2010 Seal of Approval”

“One of 50 Best Products of 2009”
(and, within the “50 Best Products”, one of only 13
products recognized as an “*ef – editor’s favorite*”)

“Award of Excellence”

“editor’s choice”

The Toy Man



“BEST OF 2009”
AWARD



SEAL OF APPROVAL



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 Plan, 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.