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AWARD-WINNING FIRST TODDLE® HELPS INFANTS AND PROVIDES FOR MORE ADVANCED TODDLER FUN AND DEVELOPMENT

Development System That Grows With Children Launched At Toy Fair 2010 - Booth #133B

Phoenix, AZ (February 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 provides 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.

“We’re so excited to see First Toddle® in full production, said Michael Monaghan, founder and CEO of First Toddle, Inc. “That we’ve already been recognized with awards such as ‘2009 Top Toy of the Year’ underlines the potential and gives us great joy to see children and parents alike enjoying First Toddle and all its possibilities.”

First Toddle:

- Provides infants the opportunity for enhanced hand-eye coordination and development (by itself or in conjunction with – and as a segue from – other infant activity play mats/ gyms).
- Supports infants and new toddlers as they more safely practice standing and walking skills.
- Includes infant and toddler accessories like a fun and comfortable play mat, activity tables, net mesh tent / infant crawl-thru, and more.
- Works with several advanced accessories (including sports -- football, basketball, soccer, hockey, gymnastics) to provide an environment for continued toddler development and entertainment.
- Adjusts to multiple heights to keep it fun and challenging for more advanced toddlers and provide necessary support for children who may be learning to stand or walk at an older age.
- Assembles easily **without tools** and requires little space (about the area of a playpen, jumper gym, or battery-operated swing).
- Disassembles, transports and stores easily.

First Toddle® is currently available online at www.firsttoddle.com and will soon be available at local retail toy and specialty stores around the country as well as other online e-tailers. The MSRP of First Toddle® is \$149.95.

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.