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Portable Chair Wins Highest Ratings By Behaviorist & Pediatrician

SNAZZY BABY'S DELUXE TRAVEL CHAIR SUPREME FOR MULTI-TASKING MOMS & ON-THE-GO BABIES

Breakfast Point NSW, Australia (July 12, 2010) – Why is it that the smaller the baby, the more stuff a parent needs to lug around? It's funny but true! A simple trip to the grocery store or a welcomed meal at the Food Court requires a whole checklist before getting into the car. But there's one innovative product that weighs only 7 oz. and should be at the top of your list according to two medical experts, the *My Baby's Own Deluxe Travel Chair* by Snazzy Baby™.

With analysis from an independent Behavior Biology Professor as well as from a Medical Doctor who's also a Professor of Pediatrics, the safe and secure Deluxe Travel Chair easily earned a 5-Star Rating and a place in this year's The Toy Man® Product Guide.

"The Snazzy Baby Deluxe Travel Chair," as described online in the 2010 The Toy Man Product Guide, "offers an easy solution as it turns an ordinary chair into a *temporary* high chair restraint system. The simple roll up feature of the Travel Chair with its own attached bag, (where there is room for baby wipes or a bib), make it a truly portable item."

The Toy Man® Product Guide is currently an online publication produced in support of the International Parenting Institute™, PROJECT: Education Outreach™, and similar organizations as a humanitarian effort. Originally established in 1971, The Toy Man® Product Guide was created as a means to provide a free resource of toys, games, books, and juvenile product review information without fees or bias for parents. In 2007, The Toy Man® Product Guide upgraded into an induction based product evaluation service.

Instead of reviews with an overall evaluation being published, only products which met the newer and more strict evaluation standards would be inducted for feature in The Toy Man® Product Guide. The Toy Man® Product Guide continues to be one of the most reliable International product evaluation sources available. As an important part of its mission, the company aims to serve buyers, retailers, distributors, publishers, and consumers in determining what products represent some of the best investments for their money. After all, The Toy Man® Product Guide is about a whole lot more than just toys!



Snazzy Baby's "My Baby's Own Deluxe Travel Chair," shown in use in an adult chair

A snapshot of what medical experts are saying about Snazzy Baby's travel chair include:

"... an exceptional portable infant utility product. The chair design is a well balanced combination of safety, sensory stimulation, and functionality well defined. The chair is designed so that a child is well secured and safely so, with straps that have no apparent sign of potential slippage. The padding is sufficient to provide a comfortable experience for a child while also providing the opportunity for a number of developmental skills to be well stimulated."

-- Professor of Pediatrics & Health Sciences, MD, MPH

"The Snazzy Baby Deluxe Chair is a product which supports the foundational importance of an infant having support that will not impede their development being anything other than absolute. The manufacturer has done well in designing a product which will function not just for a very limited infant age/weight group, but has also paid close attention to safety. This product allows an infant to be a part of family dining without becoming a major inconvenience ... (and) allows parents to be closer to the child while eating with a greater level of control..."

-- Professor of Behavioral Biology



Over the past year, Snazzy Baby's travel chair wowed The Toy Man's evaluation staff, consumers and industry experts, bringing home not one but two prestigious awards! Already approved as a recipient of The Toy Man® Seal of Approval and The Toy Man® *eco*-Recognition Seal™, the Deluxe Travel Chair became a recipient of The Toy Man® Award of Excellence as a product which rises to the very top in their evaluation.

Most recently, Snazzy Baby was awarded The Toy Man® *eChoice*™ Award because the travel chair doesn't give the child the uncomfortable feeling of restraint, but does keep them safe. Hence the child can

“perform more use of their gross and fine motor skills at a level far greater than many other similar products.” The Toy Man adds, “this distinguished award is exclusive as well as unique, featuring the editor's signature which represents a product being selected as an *editorsChoice*™”.

Retailing for \$34.99, the *My Baby's Own Deluxe Travel Chair* can contain a toddler up to 37 lbs.

In fact, this device allows baby to ride in a shopping cart without being able to mouth the germ-riddled shopping cart handle plus prevents parents from having to use the provided (normally filthy) buckle on the cart. Parents have peace of mind and this 7 oz. wonder can be tucked into a diaper bag or carried over the shoulder.



ABOUT SNAZZY BABY™

Your home for the hottest innovative baby protection products for new parents, Snazzy Baby was created “Down Under” by Cyndy Mundy, an Australian mom. Founded in 2003, Snazzy Baby has received various juvenile product awards for excellence, innovation and safety. They have offices in Boston, MA and Sydney, Australia. For more information on all of their safety products, click on their website at www.snazzybaby.us.