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SNAZZY BABY PRODUCT NAMED TO THIRD STRAIGHT TOY MAN TOP TEN LIST

Combo Carrier Wins The Toy Man Q3 Top Ten Award

Breakfast Point NSW, Australia (October 15, 2010) – When the Toy Man released his Q3 Top Ten Awards, it marked the third straight quarter that one of Snazzy Baby's products was picked as a winner. The Snazzy Baby Travel Chair won a Q1 Award, the Knee Pads won a Q2 Award and now the Combo Carrier is a winner of a Q3 Award.

Read details below on the award-winning product and how the winners are chosen.

What makes our Top Ten list so special?

Awards programs and lists have their own place and value as well as *commonality*. This Top Ten list is *not* a part of that *commonality*". It represents a far more accurate and respected International standard of product & online service recognition and branding.

The Q3 Top Ten Award 2010 Recipients- Juvenile Products



Snazzy Baby - Mom's Deluxe 3 in 1 Plus Combo Carrier

Induction Certificate Number: 74020100825-403

The Snazzy Baby - Mom's Deluxe 3 in 1 Plus Combo Carrier is a cool, lightweight, ergonomically designed hip carrier, equally suiting Moms and Dads and developed using Mom's Focus Groups in the USA and Australia. This is a lightweight, multipurpose carrier which gives a long term frame of use and dependability.

The "Q3 Top Ten Award" Selection Process

The Toy Man® Product Guide - "Q3 Top Ten" recipient list is based upon a "group" choice by our independent evaluators. To ensure strong credibility, recognition, and value of this award, all independent evaluators have access to our report database to form their own unique perspective with all of the products and services which have passed our evaluation process. Voting on all New Inductees for the recent quarter ended, (or ending for the annual vote), is completed by the entire quorum of current independent evaluators. This enables us to establish the quarterly "Top Ten" list and the annual "Top Fifty" products and services.

Earlier this year, the Snazzy Baby Combo Carrier won The Toy Man Seal of Approval, Award of Excellence and the eChoice Award. In addition to The Toy Man honors, the carrier has also been the recipient of an iParenting Media Award; Creative Child Magazine Top Choice Award 2010; Great Dad Recommends and Mr. Dad Seal of Approval; and a What the Stuff 5 Star Review.

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.