

PRESS RELEASE

For further information, please contact:

Diane Zissu, President Phone: 800-756-5590
BabySmart USA Mobile: 908-507-6283
diane@babysmartusa.com

Carolyn Zachary Phone: 207-338-3055
Flying Turtle Studio Mobile: 908-625-8980
carolyn@flyingturtle.net

iPARENTING MEDIA AWARDS CITES FOUR COOSHEE PRODUCTS AS ‘OUTSTANDING PRODUCTS OF 2007’

Evanston, Ill. (Aug. 1, 2007) – iParenting Media Awards today announced four BabySmart USA Cooshee™ products among the winners of its Outstanding Products of 2007 Call for Entry.

BabySmart’s award-winners are the Cooshee Booster Classic and Cooshee Booster Hybak in the Gear and Equipment category, and the Cooshee Changer and Cooshee TubGuards in the Baby Care segment.

Here are some excerpts from the comments of parents who reviewed the products:

Cooshee Booster Classic

“This product was an easy lightweight booster seat that could be used at home and taken with you to restaurants and in travel. It came in a zipper bag with handles to easily transport it. It was soft so kids wouldn’t get hurt on it and it was easy to just wipe down with a damp cloth. It worked great for my kids.”

“My daughter is a size that is too big for highchairs and too small for chairs by themselves. This was a comfortable cushion for her to sit in that put her at a perfect height to be at the table to eat at. It is much nicer than using the dirty booster seats that restaurants sometimes have.”



“It is a great, durable, seemingly comfortable booster seat. My daughter seemed very happy to be able to sit on a ‘big girl’ seat at the table instead of a highchair. I’ve been leaving it in my car for when we go out to dinner or to a friend’s house.”

“We were excited about this product. We have kept a booster seat in our car for several years to use with our son at restaurants and other public places. We are germ freaks and don’t like our son being exposed to all the germs on public boosters/highchairs. This had a nice carrying case. We especially appreciate the handle on the case. It was very convenient to keep it in our car after public-place(s) use. It was easy to clean. My son liked the foam material. (Our other booster seat is hard plastic.) We also loved the fact that we just had to put this on the chair without having to fasten it to the base of the chair. It was stable and sturdy and did not “shift” on the chairs. It was safe for us to use.”

“Our favorite place to use this product was at the theater. We took our son to the symphony and he used it there very successfully. It kept the seat from folding up on him. And he was able to sit higher so he could see better. The symphony doesn’t provide booster seats for younger children, so this was really nice for us and for him. Other parents (who did not have their children in attendance) even commented and asked us where we purchased this item. We would buy this for our son and purchase it as a ‘new baby’ gift.”

Cooshee Booster Hybak

“This booster seat was quite comfortable and very easy to use. My two-year-old loved it and my four-year-old also liked it. The color was vibrant pink. I liked that it did not slide around our country kitchen-type chair. We moved it around to different rooms of the house and it was sturdy, even when used free-standing.”

“The seat was easy to keep clean. The seat seemed sturdy and should be able to take some abuse and still hold up. The seat was also versatile and could be easily used in other rooms.”

“Bright colors are fun for the kids. My girls were both immediately drawn to it! Flexible material was great because it manipulated and fit in places other boosters haven’t worked for us. The ‘grippers’ on bottom worked well to keep the booster in place, without the hassle of strapping it to the chair – which made moving the seat easy and much more versatile. Also, not having a seatbelt was a very nice thing. It made mealtime less of a hassle!”

“This seat was great! We’ve had quite a few boosters, and none that the kids enjoyed as much as this one. It’s the only booster that has ever fit our kitchen chairs, which was a pleasant surprise! But because it was so easy to move (no straps!), it was great to take off the chairs and use as a seat



for movie time or to do a craft. I would highly recommend this product and even plan on buying a second so our kids will quit fighting over who gets it!”

“The Cooshee Booster HyBak was very comfortable for my four-year-old daughter to sit on. Most booster seats are made from hard plastic, and this booster seat is cushioned for a softer seat for any child.”

Cooshee Changer

“When I first saw that I was getting this product, I did some research on it. I looked it up on the Web and was very excited to receive this. I have an 11-month-old, and changing diapers can be a hassle. Because she loves to move around, sometimes the changing pad can get dirty on a daily basis. So having a pad that does not require a sheet is great. Thinking back to when she was a newborn, and even expecting soon again, this will be great for that baby too because newborns love to spit up all over the place, especially when lying down.”

“Using a wipe to clean it and no laundry to do are a plus. The cushion is very soft and comforting. The foam will not rip easily and will last through a couple of children. Thinking of becoming a licensed daycare provider, this would be great too. It could be used anywhere, and with a simple wipe clean, it is good to use for the next diaper change. Reading the box, it suggests this for bathing a newborn. What a great idea!”

“It is very soft for the child to lie on, and the sides are nice and high and make it much safer when you are changing a child.”

“It is a great concept – having an all-in-one changing table that doesn't require laundering and no separate pads to change. It is also very portable if you were going on vacations, etc. It would fit easily under a van seat.”

Cooshee TubGuards

“My husband and I have been in the market for tub guards for four years. We have bought several similar products only to return them because they were too bulky or complex to use. The Cooshee TubGuards are perfect! They are a simple design, not permanently installed and not too bulky.”

“I truly love this product. It makes it much easier to bathe my kids. I love that the knee guard can be moved if I shift positions. This is a product I would love to give to friends as a gift.”

“This is a wonderful product. The feel of the item is very soft and makes giving my child a bath easier on my knees and elbows. Everyone should own these.”





“The Cooshee TubGuards made it more comfortable for me to bathe my child. I could kneel easier and it was nice to have something softer than the porcelain on the tub to lean on. I love the ‘coosheeness.’”

About BabySmart USA

Founded 14 years ago by Diane Zissu, a mother of three and formerly an interior space designer, BabySmart USA offers “smart” products that simplify life for parents and babies. Thoughtfully designed with the whole child in mind, BabySmart’s best-selling products – all made of unique, carefully researched micro-cell foam material – have consistently garnered five-star ratings in customer reviews.

The Cooshee Booster and Cooshee TubGuards received The National Parenting Center’s Seal of Approval in 2006, and Cooshee Booster is a Parenting Magazine Mom-Tested!™ featured pick.

BabySmart USA is based in Bernardsville, New Jersey.

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ABC KIDS EXPO BOOTH 1701

BabySmart USA Post Office Box 26 • Bernardsville, NJ 07924 • *phn* 800-756-5590 • *fax* 908.766.4999 • babysmartusa.com

