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**FOR IMMEDIATE RELEASE**

**GIGGLE BUG UNVEILS THE GIGGLE BUG KID FINDER PLUS**

*New Version of Giggle Bug Parent Safety Device Features a Proximity Sensor*

**ORLANDO, Fla. (April 23, 2007)** – Keeping an eye on your kids just got easier with the Giggle Bug Kid Finder *Plus*. This parent safety device, a new version of the original Giggle Bug containing a proximity sensor, launched today at the Juvenile Products Manufacturers Association (JPMA) trade show in Orlando, Fla.

Like the original Giggle Bug, the product clips easily onto a child's clothing and its eyes light up and flash when activated. It works on the same "locating" principle as a cordless phone handset finder; if a child wanders away or hides, the parent or caregiver can trigger the Giggle Bug by pressing the button on the fob. The Giggle Bug will emit a loud, distinctive, but kid-friendly "beep" until the child is located and the adult de-activates the unit. The Giggle Bug Kid Finder *Plus* combines the functions of an electronic locating device AND an adjustable range proximity sensor (which can be set at 30 feet or 100 feet), that will cause the caregiver's hand-held unit to beep if the child moves beyond the pre-determined perimeter. To stop the beeping, simply call the child back into range or press the button on the hand-held unit to activate the beep on the child's bug until the child is found. The Giggle Bug Kid Finder *Plus*'s inventive combination of electronic locating device and proximity sensor cannot be found in any other device. It is **exclusive** to Giggle Bug and Intelent Technologies.

"The Giggle Bug Kid Finder *Plus* is a state-of-the-art product that combines all of the amazing components of the original Giggle Bug *plus* a convenient proximity sensor," says Barry Wallace, C.E.O. of Intelent Technologies and creator of the Giggle Bug. "Our aim with this new version is to make children even safer while giving parents even more peace of mind. That's why, *now* the new-and-improved Giggle Bug automatically beeps if and when the child wanders out of mom and dad's pre-determined comfort zone."

The Giggle Bug Kid Finder *Plus* is comprised of two units – the fun, light-weight Giggle Bug that clips easily to a child's clothing and a compact hand-held unit that can be attached to a key ring. It is tamper resistant and uses two standard, replaceable 3V coin cell batteries (included). The product works indoors and outdoors, and its range is 75-100 feet indoors and 100+ feet outdoors. The adjustable range proximity sensor (that alerts the caregiver if the child strays beyond) can be set for 30 feet or 100 feet.

Child safety is Giggle Bug's top priority. That's why they have incorporated the most advanced technology into their new product and made it available to parents at such an affordable price. No other product on the market does that. "We've made our product available to parents from all economic backgrounds. Because you cannot put a price on your children's safety," says Barry Wallace.

The Giggle Bug Kid Finder *Plus* retails for \$29.95 and will be available at retailers in August 2007. For more information, visit [www.giggle-bug.com](http://www.giggle-bug.com).

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