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FOR IMMEDIATE RELEASE

LOSING YOUR KIDS IS NO LAUGHING MATTER – KEEP THEM SAFE WITH THE GIGGLE BUG

Giggle Bug Parent Safety Device is Effective, Affordable and Kid Friendly

LOS ANGELES (Spring 2007) – Are you tired of hearing your name called over the grocery store PA system to retrieve your child? No matter how close of an eye you keep on your little one, he's constantly running off and hiding. Whether it is in the racks at a department store or behind the couch at dinner time, parents have grown to dread these moments of overwhelming fear and find themselves wondering, what is the alternative? Stay home? Use a leash and endure the evil stares from other disapproving parents? There's just got to be an easier way to keep track of your child, and finally there is – the Giggle Bug.

The Giggle Bug breaks away from overpriced and cumbersome child locator devices offered in the past. Virtually in a class of its own, Giggle Bug is the most effective and affordable way to keep your children safe in public places. The product is also popular with children because it looks like a ladybug, is made of plastic and comes in five bright colors (red, yellow, pink, blue or green). Giggle Bug is a must-have for parents of children 18 months to 6 years.

The concept is simple. The Giggle Bug clips easily onto a child's clothing and its eye 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. Should the Giggle Bug become dislodged from the child's clothing and the clip closes, the unit will "beep" until the clip is opened and the button on the back is pushed to reset.

"My wife Julianne and I grew tired of trying to keep track of our youngest son—he was always on the run! It was her idea and encouragement that set us on this path," says Barry Wallace, C.E.O. of Intelent Technologies and Giggle Bug creator. "It feels good to create a product that parents truly need and appreciate. I cannot tell you how many notes of encouragement and thanks we've received in our first year of business."

The product is tamper/removal resistant and uses a standard 3V coin cell battery (included). It also includes an activator fob (also made of plastic) that attaches to a key chain for easy access. Giggle Bug's range is 75-100 feet indoors and 100+ feet outdoors. The Giggle Bug is ideal for public places such as malls, playgrounds, beaches, airports, etc.

Giggle Bug is slated to launch several line extensions incorporating new technology and characters at the 2007 Juvenile Products Mfg. Association Show (JPMA) in April.

Giggle Bug retails for under \$20 and is available at retailers such as Amazon.com, Skymall.com, One Step Ahead and numerous specialty boutiques. For more information, visit www.giggle-bug.com.

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