

**No Questions Asked**

**BabySmart Guarantees Cooshie Booster 100%**

DALLAS, Oct. 1, 1997 – BabySmart today announced that it offers a 100-percent, money-back guarantee on its new molded foam Cooshie Booster. BabySmart will unveil this new offering later this month at the 28<sup>th</sup> annual International Juvenile Products Manufacturers Association Show in Dallas.

“The BabySmart Cooshie Booster is guaranteed to keep your toddler seated longer, or we’ll give you your money back,” said Diane Zissu, president of BabySmart. “We have so much confidence in this unique product that we will refund the purchase price, no questions asked.”

Made of high-density molded foam that stays put with the weight of a child, the BabySmart Cooshie Booster is designed to help a toddler sit smart, wiggle less and behave like a big kid.

The BabySmart Cooshie Booster’s warm, smooth “skin” is seamless, waterproof, bacteria-resistant and non-allergenic. It’s colorful (comes in a palette of “cool” shades), cushiony and comfortable. It won’t absorb spills, so clean-up is a cinch. And it can be used on a chair or on the floor, at home or on the go.

Other products in the BabySmart line include the patented BabySmart Wipes Holder and BabySmart Diaper Holder, which attach to any size changing table and put wipes and diapers within easy reach, as well as the BabySmart Potty Mat and BabySmart Lap Bib.

Founded by Zissu, a mother of three and formerly an interior space designer, BabySmart offers “smart” products that simplify life for parents and babies. BabySmart products are available in specialty stores across America, in such major catalogs as One Step Ahead and The Right Start, and in Babies “R” Us stores.

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