



Toy Fair 2010
Media Kit



Press Release

Media Contact: (Do Not Publish)

Productivity PR, Inc

(818) 223-9046

info@productivitypr.com

www.productivity.net



University Study Finds Infants Can Learn From Brainy Baby DVDs

ATLANTA, GA (February 2010) --- The Brainy Baby Company today announced the results of a study conducted at the University of Texas, Austin, which found that infants/toddlers under the age of two can learn from DVDs designed to teach young children shapes. The peer reviewed study was conducted using Brainy Baby's® *Shapes & Colors* DVD and will be published in ***The Journal of Children and Media, (JOCAM)***, Fall 2010 (Vol.4, Issue 4).

This study was conducted specifically to experimentally manipulate commercially available video content and to assess the ability of a toddler to learn from a video. It also represents one of the first studies to examine the transfer of learning from video to another 2D symbolic medium such as a book.

Using excerpts from Brainy Baby's® *Shapes & Colors* DVD, two leading research scientists in the field of children's media studies, Dr. Elizabeth Vandewater (RTI International) and Dr. Rachel Barr (Georgetown University) exposed two groups of children to a series of shapes commonly familiar to the young participants. In addition, the children in the experimental group were exposed to a novel shape, a crescent, using the identical teaching style used in commercially available Brainy Baby DVDs.

The results showed that toddlers between 18 and 24 months, *in the experimental group*, were 22 times more successful identifying the crescent shape in a book after being exposed to the crescent in the DVD. The test also confirmed that after exposure to the DVD, the crescent could be recognized in other traditional 2-dimensional media.

"All Brainy Baby DVDs were developed using a methodology widely accepted by educators and the special needs community. We use this same methodology in all of our DVDs, which rely on verbal cues and real-life relatable objects to teach children to preschool concepts," said Dennis Fedoruk, president and CEO of The Brainy Baby Co. "We have always been confident that our DVDs have solid educational value. We're ecstatic to share the results of the study, which in our

opinion, support the many parent testimonials that we have received for the past 15 years and Brainy Baby's learning potential.”

The University of Texas study concluded that content, and in particular the repetitive style in which the content is presented (such as those demonstrated in the Brainy Baby® *Shapes & Colors* DVD) is a critical factor to consider when examining the ability for toddlers to learn from television.

“We believe that this is a landmark study and the emerging message is that content matters when teaching young children,” added Fedoruk.

The Brainy Baby Co. has always been a strong advocate for using early learning DVDs in balance and moderation as you would with any teaching tool. The Brainy Baby DVDs are designed for parents to interact with their child by reviewing and discussing the content and to augment the lesson through the use of complementary flashcards, books, music CDs and educational toys.

“We hope that parents will feel confident that their children are benefiting when they watch a Brainy Baby DVD together,” said Fedoruk. “While the American Academy of Pediatrics has recommended that children under age two not view television at all, we believe that in light of this study, the AAP should recognize the importance of content and the effectiveness of well-crafted, educational DVDs - even for children younger than age two. The AAP should at least consider amending their current policy to include the acceptance of educational DVDs.”

About The Brainy Baby Company

For 15 years, The Brainy Baby Company has been a pioneer and leader in DVDs, Books, Games and Toys for babies, toddlers and pre-schoolers. Globally, Brainy Baby products are sold in more than 60 Countries. The award-winning line of videos, CDs, books, games, and toys introduce educational subjects such as letters, shapes, animals, art and music. Brainy Baby® videos feature multi-ethnic children, original music, nursery rhymes and instrumental classics. In fact, Brainy Baby DVDs have won over 75 awards including Dr. Toy's Top 100 Best Children's Product, the Dove Foundation's Seal of Approval, Parenting Magazine's Top Videos of the Year, and more. For more information about The Brainy Baby Company, visit www.brainybaby.com

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Press Release



Brainy Baby® Announces Its Newest Arrival... Baby Bidou!

Baby Bidou, the first MP3 Teddy Bear Player Designed for Tots Under Five Is Now Available in the U.S. Exclusively Through BrainyBaby.com



SUWANEE, GA – In collaboration with French high-tech developer, Baby Bidou, the Brainy Baby Company is excited to announce the exclusive availability of the popular Baby Bidou MP3 player in the U.S. for music loving infants and toddlers. Designed and assembled in France, the teddy bear shaped Baby Bidou MP3 player is easy to operate, durable and small enough for any toddler

to carry around, but large enough that it does not present a choking hazard.

Baby Bidou is a high quality MP3 player and voice recorder designed specifically for infants and toddlers in mind. Available in either an adorable pink or blue teddy bear design, Baby Bidou can be secured to the side of a crib or held in-hand. The player features easy-to-use buttons (play, stop, "fade", record, volume +/- , previous/next title, and on/off switch), a built-in speaker, parental volume controls, equalizer function for improved listening, fade feature that gradually reduces the volume and lulls babies to sleep, audio output for headphone usage by toddlers or supplemental speakers, USB connection to download additional music, and 128 MB memory to store two hours of music. Baby Bidou is shock and drool-resistant, and the only MP3 player made of food grade plastic safe enough for teething toddlers. It also incorporates added built-in safety features including a safety-screw secured battery cover, safety caps for USB and audio ports, and maximum volume controls so that children are never exposed to more than 70 decibels.



Parents have the option of downloading their own music, recording a short message to comfort their child, or pre-pair the MP3 player with one of Brainy Baby's CDs. Eight colored lights can also be activated to blink in sync with the music for enhanced audio-visual sensory stimulation.

Baby Bidou also recently received a 5-star rating and certification from WTS Toy Review. WTS Toy Review evaluates both ordinary and unusual products available on the market for babies through teens by its product specialist team based on ease of use, durability, visual appeal, functionality, cost efficiency, and originality. The Baby Bidou received a solid 5-star overall rating!

Available exclusively through www.brainybaby.com, Baby Bidou is suitable for ages birth and older and requires 2 AA batteries.

- Baby Bidou MP3 Player \$59.99 MSRP
- Baby Bidou MP3 Player Pre-Loaded with any Brainy Baby CD \$63.99 MSRP.

To celebrate the launch of the Baby Bidou MP3 Player in the U.S., Brainy Baby will be offering a 50% discount for a limited time. To take advantage of this offer, visit www.brainybaby.com and enter coupon code "Bidou50" at check-out.

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For 15 years, The Brainy Baby Company has been a pioneer and leader in DVDs, Books, Games and Toys for babies, toddlers and pre-schoolers. The award-winning line of videos, CDs, books, games, and toys introduce educational subjects such as letters, shapes, animals, art and music. Brainy Baby® videos feature multi-ethnic children, toe-tapping original music, nursery rhymes and instrumental classics. In fact, Brainy Baby DVDs have won over 75 awards including Dr. Toy's Top 100 Best Children's Product, the Dove Foundation's Seal of Approval, Parenting Magazine's Top Videos of the Year, and more. For more information about The Brainy Baby Company, visit www.brainybaby.com

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Brainy Baby® Award-Winning Products Are Praised by Parents and Educators for Engaging Children with Special Needs

SUWANEE, GA --- Children with special needs often need alternative resources to help improve their focus and understanding of basic concepts. Direct testimonials are affirming that the award-winning products from **Brainy Baby** have become a helpful tool for parents and educators with children who have speech delays, autism, ADD, auditory processing disorder, Down Syndrome, and other learning difficulties.

Brainy Baby is proud to have received favorable comments from parents and educators who have shared positive results using its product with children who have special needs. The DVDs help engage children by introducing, reviewing and reinforcing preschool concepts in a very simple manner. Generally, learning basic concepts for a child with special needs can become frustrating requiring patience, repetition and a slow pace for them to grasp the information. The **Brainy Baby** products help children discover basic concepts like letters, numbers, shapes and colors at their own pace in an entertaining, non-intimidating way.

The **Brainy Baby** products are also becoming popular with parents and educators who have children with special needs because they introduce solid, educational content through everyday familiar objects in a visually engaging and entertaining manner. In addition, the DVDs feature a multi-ethnic collection of children and are designed with easy-to-understand narration by both adults and children that help “teach, repeat, and review” the concepts at a slow and easy pace. They also include catchy sing-along songs that help reinforce the concepts being presented and can easily be paused or stopped to review specific concepts; they even feature chapter selections so parents can focus on one particular area or subject at a time.

Discount codes are available through (and for) national and regional special needs chapters and support groups.

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Brainy Baby® Award-Winning DVD's Introduce Spanish Series

Children will be entertained with fun and entertaining DVDs while being exposed to basic preschool concepts

SUWANEE, GA --- Children, from a very early age, have the curiosity to know everything that is happening around them. It's essential to help young children visualize and hear everything that is new to them at this important stage in their life. **Brainy Baby®**, producer of award-winning DVDs and products for children, is proud to announce their new collection of DVDs in Spanish that introduce preschool concepts like ABCs, numbers, shapes and colors.

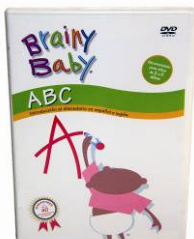


In its 15th year producing DVDs and products for children, **Brainy Baby®** wants to share with the Hispanic community their new series of Spanish DVDs made for children with curious minds. The DVDs will keep children amused with vivid real-life imagery and scenes that can stimulate their senses while keeping them entertained.

The **Brainy Baby®** DVDs have been recognized with over 60 awards. The quality line of products can provide a highly effective supplemental tutorial for parents who have children entering kindergarten. Created by a team of early childhood educators, and using a time-tested and proven method of introducing and reinforcing preschool concepts, **Brainy Baby®** has been a favorite for many parents.



The DVDs depict fun, live-action scenes of real kids and objects from everyday life. In this manner, children are entertained with real life scenarios that capture their attention and help them visualize preschool learning concepts. **Brainy Baby®** encourages parents to watch the DVD's with their children so that concepts and images that are presented can be reviewed together and reinforced through verbal communication.



The **Brainy Baby®** DVDs are now available at specialty retailers nationwide and at www.brainybaby.com.

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