

Press Release



Our Baby Wrap has won the PTPA Media Inc. Seal of Approval

Toronto, March 31, 2008: **Hey Baby** announces that it has been awarded the influential PTPA Media Inc.'s Seal of Approval for excellence in parenting products.

PTPA Media Inc. (Parent Tested Parent Approved) has announced the winners of the 2008 Winter Product Call for the best in parenting products.

Products have been awarded the PTPA Media Inc.'s Seal of Approval in many categories ranging from car seats, baby slings, music CDS, safety gear, bedding and educational toys.

Being honored with an award from PTPA Media Inc. is a huge achievement for a product geared to babies, children and parents. **"We are really excited to win an award where the parents actually use the products and their feedback decides the winners"** said Robyn George-Neich.

PTPA Media's mission is to discover and appraise new products designed for children and families. Companies throughout North America submitted samples of their parenting products and they were matched with PTPA Media's large database of parents. The products were tested by savvy parenting reviewers, and professionals and the results were compiled for PTPA Media Inc.'s review committee for the final decision.

The winners of the prestigious Seal of Approval from PTPA Media are selected based on value, functionality, quality and appeal of the product.

"It's a win-win situation for the consumer as well as the manufacturer. Parents who are shopping for products for their families can look for our Seal of Approval and know that these products have been tried and tested by parents for parents."

"For a while now many NZ families have been enjoying Hey Baby products. It is their feedback that prompted us to go global. Winning this award shows us we are on the right track. What more could we ask?" said Robyn George-Neich, Product Designer at Hey Baby.

Frustration inspires invention. Frustration also inspired the creator of Hey Baby. All products in the Hey Baby range are designed to make life easier and more enjoyable for families, by removing unnecessary daily frustrations, with garments that actually provide solutions, and are easy to use and launder. This year we will be making our award winning baby wrap in NZ superfine Merino, the same merino we already use for tops, leggings and nightdresses.

And the winner is



About Hey Baby Limited

Hey Baby is a family owned New Zealand company. Our kids are both the inspiration and testers for new products. We love what we are doing and are proud of the garments we produce. We strongly believe that packaging should be more than instant landfill and all Hey Baby garments are packaged in reusable tote bags. We will continue to develop new garments that met the needs of families. To find out more about Hey Baby and their range of solution apparel visit www.heybabycares.com

About PTPA Media Inc.

PTPA Media Inc. (Parent Tested, Parent Approved) provides an objective means to discover, appraise and promote new products designed to enrich family living. Products range from baby clothing, toys and accessories to parent-centric creations that enhance day to day life. Our mission is to marry innovative companies with discerning consumers. We provide reliable and relevant information to both parties with the intent of improving the consumer access to exciting quality products.

Visit www.ptpamedia.com for more information.

