

Leveractive adds 2007 Media of the Year Award, and 6 other awards!

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The Giggles Computer Funtime For Baby(TM) software series from Leveractive adds 2007 Media of the Year Award & 2007 Preferred Choice Award from Creative Child Magazine, a 2007 Parent's Choice Foundation Award, a 2007 American Library Association Award, and two more prestigious Editor's Choice Awards from Mac|Life Magazine and Children's Technology Review. Giggles is uniquely baby-friendly key-tapping software for babies 6-to-24 months that lets them tap any key on the keyboard for onscreen fun.

FOR IMMEDIATE RELEASE

Rochester, NY - July 20, 2007 - Like one of those great "sleeper" movies that ends up winning an Academy Award, newcomer baby product line Giggles Computer Funtime For Baby(TM) continues to "wow" reviewers and rack up prestigious and sought after awards. Topping off more than 7 awards in the last 3 months, Creative Child Magazine just named the My Animal Friends title from the software-for-babies series as the 2007 Media Of The Year Award winner. They also gave ABC's & 123's their prestigious 2007 Preferred Choice Award. The Giggles Computer Funtime For Baby(TM) software series currently has 3 titles available: Shapes, My Animal Friends, and the newest, ABC's & 123's.

No surprise plot twists here - over the past 3 months the "trophy case" has continued to fill for Giggles Computer Funtime For Baby(TM) creators, Leveractive. They've also added another prestigious award from the Parent's Choice Foundation for ABC's & 123's to match the one received in 2006 for the Shapes title, as well as added the much-coveted 2007 Notable Children's Software Award from the American Library Association for My Animal Friends.

The winning streak continued with the Mac|Life Editor's Choice Award from Mac|Life Magazine this month as well as the recently awarded 2007 Editor's Choice Award from Children's Technology Review for Giggles Computer Funtime For Baby(TM): ABC's & 123's. The latter matches the same Editor's Choice Award for the Shapes title received in 2006 by Children's Technology Review.

"The Children's Technology Review Editor's Choice Awards are given to only the highest quality children's products in the interactive media category" said editor Warren Buckleitner, Ph.D. "These are 'no fail' products, worthy of their cost, and able to keep children engaged for days at a time", he said.

Invented by Rochester, NY interactive developer Tim Leverett for his 10-month old son, this parent-inspired product line encourages children to touch and tap the keys, by offering instant feedback on-screen as a reward. Because his son was so intrigued with the computer, Leverett tried to find products that would satisfy that curiosity. Disappointed at not finding anything suitable, fun or age appropriate, Leverett decided to create something on his own. After two years of development and research, the Giggles Computer Funtime For Baby(TM) software series was born.

More than simply eliciting delighted laughter from babies, Giggles Computer Funtime For Baby(TM) is highly educational. Research has shown that the more you stimulate and interact with young children, the more they learn and develop, and the overall quality of their learning and development increases dramatically. So you could say that the more they giggle, the more they're learning or the more fun they're having. Either way, it's a good thing.

All Giggles Computer Funtime For Baby(TM) titles are developed by Leveractive, LLC and are

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available for both PC and Mac, are widescreen enhanced, and retail for \$19.99. They can be found at Target, Best Buy, The Apple Store, OfficeMax, and CompUSA, or online at Amazon.com or www.Giggles.net, the official product website. There are plans for a total of 10 different titles in the series that include, Nursery Rhymes, Funny Faces and Around My House. New titles will be released over the next 3 years.

Website:

<http://www.giggles.net>

Product URL:

<http://www.giggles.net/products.php>

Direct Download Link:

<http://www.giggles.net/downloads.php>

Purchase Link:

<http://www.giggles.net/products.php>

Leveractive, LLC is a privately held consumer products company currently specializing in entertainment software titles for the baby and toddler markets. Brands include Giggles Baby(TM), Giggles Toddler(TM), and Giggles Kids(TM). Leveractive was founded in 2004 by Tim Leverett as vehicle for creating inspiring and enriching products for his own son. This dad-inspired journey continues today with a commitment to creating outstanding quality-of-play experiences for all children. Words we live and work by: Smile - Play - Learn - Laugh - Love.

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