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FOLLOW THE DOCTOR'S ORDERS AND MAKE TRAVELING EASIER THIS SUMMER

Child Aviation Restraint Wins Dr. Toy Best Vacation Product Award

Burlington, VT (June 10, 2009) – Summer is a time for travel and relaxation, but the thought of flying with young children is enough to keep some families at home. The portable CARES (Child Aviation Restraint System), was recently awarded with a Dr. Toy Best Vacation Product for Summer 2009 for its portability, and the added safety it offers young flyers.

Winners of the Best Vacation Products for Summer Award are carefully chosen using extensive criteria developed over many years by noted child development authority and author of *Dr. Toy's Smart Play-Smart Toys*, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy). Among the criteria used to determine winners are: safety, age-appropriateness, design, durability, creativity and good value for price.



The award-winning CARES:

CARES is designed for children between 22-44 pounds who are over two years old and must be in their own seats. It can also be used by children over one year old who are too large to sit on their parent's lap and are in their own airplane seat. The FAA announcement noted that the CARES device is the first harness-type device to be approved by the FAA. Unlike hard-backed child safety seats that are approved for use in airplanes and motor vehicles, CARES was designed and tested specifically for safe use in airplanes only.

CARES is the height of simplicity and portability, weighing just one pound and able to fit into a 6" carrying pouch. It is simple to install, adjustable to virtually any size airplane

seat, and usable in any seat in an airplane except for exit rows where children aren't allowed to sit. Families will no longer need to lug bulky, heavy car seats through airports, security checkpoints, and narrow aircraft aisles to ensure their children are safely secured in their airplane seats. Perfect and just in time for summertime family travel.

About CARES

CARES is an innovative child harness designed specifically for airplane use that weighs one pound and provides extra support to children between 22-44 pounds who are in their own airplane seats. It replaces the need for parents to lug a bulky car seat around the airport and onto an airplane. Parents are assured their child has the protection needed, as car seats – which were designed for the back seat of an automobile – often don't fit on airplane seats!

Since its debut, the pocket-or-purse-sized Child Aviation Restraint System has wowed judges nationally and internationally, including winning the 2008 *Good Housekeeping* Good Buy Award - one of only 8 in the U.S. Dr. Toy, the noted child development authority, tapped CARES as last year's Top 10 Socially Responsible Products, part of the 2008 Dr. Toy's 100 Best Children's Products list.

The multi-award-winning child airplane harness can be ordered online at www.kidsflysafe.com, retailing for \$74.95. CARES can also be purchased at select specialty retailers and e-commerce sites throughout the US, Canada, United Kingdom, Germany, Australia, and Singapore.