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For press information, contact
KidStuff Public Relations
Lisa Orman, 608-767-1102
Or email Lisa@KidStuffPR.com



KIDS FLY SAFE, LLC RECEIVES AN iPARENTING MEDIA AWARD FOR HELPING FAMILIES TRAVEL MORE SAFELY

Kids Fly Safe, LLC – CARES Toddler Travel Harness Receives an iParenting Media Award For Excellent Products

Burlington, VT (May 11, 2007) – When Louise Stoll created CARES she wasn't looking for awards, she was trying to lighten the load of her 7-months pregnant daughter who juggled a toddler, a car seat and a diaper bag while traveling. Now, Stoll's simple yet brilliant harness system has not only helped her daughter, but thousands of other families, as well. And, as they say, no good deed goes unpaid and Stoll's company, Kids Fly Safe, LLC has just received the 2007 iParenting Media Award for Excellent Products.

Here's what some of the iParenting reviewers had to say:

Kids Fly Safe, LLC - CARES - Sensible solution to traveling safe with kids. CARES (Child Aviation Restraint System) is the first alternative to a car seat to be certified for use in airplanes for children either too old (over 2) or too large (22-44 lbs.) to sit in a seat. This device only weighs 1 lb. and fits into a 6" stuff sack -- eminently portable, simple to install, adjustable to virtually any size airplane seat.



- “CARES fly safety harness allows a parent to travel with a young child without the hassle of carrying a car seat on board! It has a self containing package to store the device in while not in use - wonderful for travel and at home while storing.
- “This product is a wonderful solution to carrying a very heavy child safety seat through the airport. I absolutely love how compact and easy to transport it is. It attaches easily to an airline seat, and is very easy to store and carry when not in use. It also comes with a bag, which is easy to stow and carry.
- “This is a very practical, "must have" product for traveling parents!”

iParenting Media is the premier media company focused on parents. The company uses several media channels to reach its target market of parents, parents-to-be and women: online, print, radio and podcasts.

iParenting Media's Award Program provides a credible and objective method of determining the best products and recognizes those products with its iParenting Media Award. It is dedicated to informing, inspiring and uniting the parenting community it serves via its multiple media platforms of the Internet, syndicated newspaper column, radio show and video.

The goal of iParenting's awards is to provide the best parenting content and community platform for its members; and expanding sales, building strong customer relationships and increasing branding for its clients. It does this through innovation, responsiveness and a passion to be the best, which leads to its users' and clients' satisfaction. It is a team of motivated individuals and its strength is generated from its devotion to its community, its clients, its industry and its employees.

In addition to the above-comments, Kid Fly Safe, LLCs asked the iParenting judges for some expanded feedback regarding who would most need their product. Here are the responses to their question:

- "I have adopted three times internationally - we would have LOVED to have known about this product during our adoptions. I would definitely market it to the adoption community - as our bags are heavy and this product would be a blessing since it is so compact!
- "This product appears to be geared towards parents of small children who travel often, and are tired of lugging a heavy cumbersome child safety seat through an airport. This product also appears to be geared towards parents whose top priority is safety for their young children.
- "I would think a mother of an older toddler or preschooler would be comfortable and excited about a product like this. Someone who can feel comfortable with not bringing along the car seat on a trip. I think being able to purchase this or rent this directly from the airline or purchase from a travel website would be really convenient. Sometimes parents don't realize how much they have to carry or check until they are at the airport."

The FAA has found that CARES greatly improves safety for young children over the lap belt alone, and provides a level of safety equal to car seats for children in airplanes. Each CARES weighs only 1 lb., fits in a 6" stuff sack, is adaptable to any size airplane seat and takes only one minute to install. Installation is simple and takes less than a minute to learn how it's done. And to help, each CARES unit comes with an instructional video and card in an easy-to-handle carrying case. CARES is manufactured by AmSafe Aviation, the foremost manufacturer of airplane seat belts in the world and manufactured in Phoenix, Arizona.

For more information, or to purchase CARES, visit the company's website at www.kidsflysafe.com

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