

FOR IMMEDIATE RELEASE

June 16, 2008

Mom's Best Products announced local mother's product, Kiddie Kangaroo™ a winner of their prestigious award. The nationally coveted Mom's Best Award recognizes the best of the best in juvenile products, toys and media as evaluated by real moms. **Kiddie Kangaroo™ ...for babies on the go!** is a locally owned startup business providing child accessible soft storage pockets for car seats, infant carriers and strollers. For more information visit: www.momsbestnetwork.com/winnersspring08 or www.kiddiekangaroo.com.

"We are delighted with the media attention generated by this award to Kiddie Kangaroo™ and honored to have real mothers choose our product above so many others after such rigorous testing." says Joya Machabee, inventor of Kiddie Kangaroo™ and CEO, LAM Products, Inc.

Mom's Best Award was created to give moms an opportunity to share insight about children's products with other parents. When a product carries the Mom's Best Award designation, real moms have evaluated it and it has passed the strict Mom's Best Award approval process. "Parents can then purchase the product with confidence knowing that it will perform to their level of satisfaction. After all, if you can't trust mom, who can you trust?" says Mom's Best Products (MBP). "Our mission is to be the BEST resource site in providing reviews and information regarding products and services. MBP was conceived to aide moms (and other caregivers) in making informed decisions regarding the purchase and/or use of products, gear, books, toys, clothing, services, etc...anything that has to do with children and moms. Our reviews on the product guide are by readers...moms like you...so you get the straight scoop. We also have a group of experts - pediatricians, developmental psychologists to answer your questions."

LAM Products, Inc. was established by a local mother/inventor, Joya Machabee in the fall of 2007. Joya developed **Kiddie Kangaroo™ ...for babies on the go!!** after searching the market and finding no product that would store her sons bottles, sippy cups, snacks, toys, within his reach while traveling. And she knew turning around and reaching to retrieve dropped items from the car's back seat to hand back to her crying son was a dangerous move as she was taking her eyes and attention off of the road. Working with her mom and friend, she developed a prototype of Kiddie Kangaroo™ and tested it with her son on many road trips. Her son was able to store and retrieve his things in the pockets provided by Kiddie Kangaroo™ on his car seat eliminating mom's rescue maneuvers from the front seat! Kiddie Kangaroo is patent pending and available now in new colors and also for infant carriers and strollers. You can now find these products in many stores and websites.

Press Contact:

Joya Machabee, CEO

Kiddie Kangaroo dba LAM Products, Inc.