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News Release

Public Relations

IMMEDIATE RELEASE

Bringing the Brilliant Ideas of Parents to the Marketplace

Teaneck, NJ (November 9, 2004)— Laine Caspi, who runs Parents of Invention LCC and was highlighted in The Wall Street Journal's article "The Carriage Trade: Stay-at-Home Moms Get Entrepreneurial" on October 21, will speak at Fairleigh Dickinson University's Metropolitan Campus on Monday, November 29, 2004 from 7 to 8:30 p.m. in the Wilson Auditorium at FDU's Metropolitan Campus, River Road, Teaneck. Entrepreneurs and parent inventors are welcome to attend this event, which is free and open to the public.

After quitting her job to become a stay at home mom, Caspi received severe back and neck pains when using her baby carrier. She invented the Ultimate Baby Wrap, a more comfortable carrier made of cotton-Lycra t-shirt material based on one she had discovered in Israel, which sells for \$39.95 to \$49.95.

Caspi's company, which offers licensing deals to parents who have an idea or prototype but don't want to manufacture the product, now sells 11 different items including Teeny Towels, a key chain that dispenses antibacterial wipes, Romp 'n' Run, a playmate and totebag in one, Sack 'n' Seat, which converts any chair into a child-friendly seat, Flushin' Friends, a plastic pop-on toilet handle shaped like an alligator, hippo, toucan, or dog to "encourage flushing," in addition to a vibrating nursing pillow that fits overweight women.

Caspi pulled her financially independent father, Doug Harmon of Weehawken, out of retirement to provide seed money for the start up and become bookkeeper of the business. Neither partner has taken a salary yet, though the \$250,000 in sales goal for 2004 is nearly met.

For further information, contact Singh at singh@fdu.edu.

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