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## **LULYBOO NAMED JPMA INNOVATION AWARD FINALIST**

Irvine, CA (September 4, 2008) – The LulyBoo, babies’ ultimate play, sleep and travel solution, has been named a finalist in the Juvenile Products Manufacturers Association’s (JPMA) prestigious Innovation Awards competition.

The JPMA Innovation Awards highlight some of the most exciting new products in the marketplace today. Hundreds of products are entered into the competition each year, but only a relative few are chosen as finalists. An esteemed panel of trade media representatives and industry retail buyers judge the finalists on their innovation, marketability, trend-setting potential, appeal and usefulness. Winners of the 2008 competition will be announced on Sunday, September 7 at the ABC Kids Expo in Las Vegas, where the LulyBoo will make its debut.

“I am honored to have been chosen a finalist amid a host of wonderfully creative products,” said Pazit Ben-Ezri, founder and president of LulyBoo. “The LulyBoo has been a labor of love for me and I am both thrilled and humbled by the recognition the JPMA has bestowed upon it.”

The LulyBoo is the first of a forthcoming line of baby products designed by Ben-Ezri, an Irvine, Calif. “mompreneur” who launched her company in summer 2008. Combining the best of a playpen, bassinet and portable crib, the LulyBoo is a safe place for babies to sleep and play that gives them a comforting sense of familiarity. A true innovation in the baby goods market, the LulyBoo folds easily to a hip, lightweight backpack, so babies can enjoy their LulyBoo wherever they go.

Ben-Ezri will present the LulyBoo at the ABC Kids Expo in Las Vegas, September 7-11, 2008, booth # 1817. To schedule an interview or to see a product sample, call 949-279-2011. For more information, go to [www.lulyboo.com](http://www.lulyboo.com).