



HealthPod Baby named Top Ten 'Pregnancy Essential' by Disney Local Calgary Company Receives International Recognition

Calgary, Alberta – June 16, 2009 - Local Calgary company, b.l.i.s. (because life is special) inc., is celebrating after learning their product, **HealthPod Baby**, was selected as one of the Top Ten Pregnancy Essentials by Disney editors for the Disney Family website. As the only Canadian product in the top ten, HealthPod Baby shares this prestigious ranking with leading US manufacturers such as Waring and Honeywell.

HealthPod Baby is an innovative portable health organizer that assists parents with tracking and managing a child's personal and health information, providing a single place to store everything. Designed to be stylish and indestructible on the outside, it is what's inside that moms can't live without. From planning prenatal visits to tracking labour and delivery, appointment planning, tracking growth statistics and milestones, prescription history and family health history, HealthPod Baby keeps a child's most important information at hand, guiding parents to stay organized and prepared for doctor's visits and emergencies.

On the shelves for only three years, HealthPod Baby has already won Disney's iParenting Media Award for Excellent Product 2008 (Baby Care category), has been named one of the "hottest kiddie products on the market" by a leading Canadian stylist, and has been featured in health and lifestyle magazines across the country.

One of the comments submitted to Disney by an independent evaluators said:

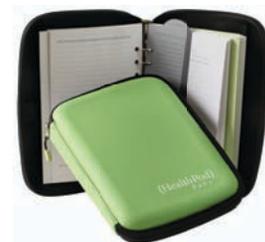
"This is an organized mom's dream! This would be an excellent gift for a first time mom as well. The tips are very useful and there is ample space to record doctor visit results. I like the pages where you can record the child's growth on a graph like the ones found in the child's medical chart. The design is great and being able to personalize for each child using the color coded zipper pull is perfect! What a great bonus to add the clear pockets for insurance information and pictures. **I would prefer this over a baby record book any day!**" (iParenting Media Awards' Reviewer)

"We are thrilled to be recognized by Disney." says Co-Founder Marci Andrews. "It reinforces that the HealthPod Baby truly is a valuable product. Customers are always telling us they love the HealthPod Baby, and this recognition by Disney will help to educate other parents that there is a tool out there to help make life easier for growing families."

HealthPod Baby is available on-line at www.healthpod.ca and at select retailers across Canada at a retail price of \$59.95.

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For more information on HealthPod Baby, to receive a product sample or to set up an interview with the co-founders, please contact Jana Sinclair, Co-Founder, at 403.660.5744 or at



(HealthPod) Baby™

jana@healthpod.ca. To view **HealthPod Baby** in the Top Ten Pregnancy Essentials, please visit <http://family.go.com/products/article-641953-top-pregnancy-essentials-t/6/> .

