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2005 PARENTS' CHOICE APPROVED SEAL AWARDED TO CANADA'S "BRINGING BABY HOME"

MOM-MADE DOCTOR-APPROVED BABY CARE DVD SET TO LAUNCH IN U.S.

LIANDREA IN PRODUCTION ON SECOND TITLE FOR FALL RELEASE

March 18, 2005 – Montreal: The Liandrea Company's **Bringing Baby Home**, the Canadian-made ultimate baby care DVD, is a 2005 Parents' Choice Approved Award winner, it was announced yesterday by the US-based Parents' Choice Foundation. The Parents' Choice Awards are given to products that meet and exceed standards set by educators, scientists, performing artists, librarians, and parents. Fewer than 15% of products submitted to the Parents' Choice Awards program receive any level of recommendation.

Bringing Baby Home, a comprehensive how-to visual guide filled with life and sanity saving information for parents and caregivers of newborns, was recognized for its benefit to families. Its selection in the Home Video/DVD Category marked a departure for The Parents' Choice Awards, which usually recognize products geared for, not about, children.

Bringing Baby Home was created and produced by Lianne Castelino and Andrea Howick, two moms who are also journalists. Combining mom-sense with the wisdom and insights of top baby-care experts, **Bringing Baby Home** is a step-by-step visual guide on caring for a baby from birth to 6 months. It's a comprehensive DVD with lessons on a whole range of subjects from breastfeeding to recognizing the signs of post-partum depression. **Bringing Baby Home** is an invaluable parenting and teaching aid.

The Approved by Parents' Choice 2005 Award comes just weeks before the mid-April release of **Bringing Baby Home** in the US. **Bringing Baby Home** launched in Canada in January 2004 and was picked up for sale in all Canadian **Wal-Mart** stores just last month.

"It's such an honour to have received a 2005 Parents' Choice Approved Seal," said Lianne Castelino, president of The Liandrea Company. "**Bringing Baby Home** has been a real labour of love, something we believed in and hoped would help families during one of the times they need help the most," she added, noting that the idea for the DVD came to her when she was pregnant with her first child.

"It's a real validation to have **Bringing Baby Home** approved by Parents' Choice -- the standard by which parents around the world identify the best new products for their children.



the Liandrea Company
MOM MADE. DOCTOR APPROVED.

It's the one seal that, as a parent, I always look for. We're just thrilled," said Andrea Howick, vice-president of The Liandrea Company.

During its twenty-five year history, the Parents' Choice Awards program has established the benchmarks of achievement in children's media; trust for the consumers and credibility with the press. Established in 1978, Parents' Choice Foundation's mission is to help parents and caregivers of all achievements and backgrounds make informed decisions about which new products are right for their families. The Foundation's purpose is to search out and recommend products that help kids grow – imaginatively, physically, morally and mentally—fairly priced products that are fun, safe and socially sound. Parents' Choice Foundation has no commercial ties, maintaining its more than twenty-five year tradition as an independent voice.

Bringing Baby Home features over an hour of real-life footage, demonstrations and interviews from baby-care experts at leading North American medical centres. Led by Dr. Denis Leduc, **MD CCFP FAAP FRCPC**, the video's medical advisor and Fellow of the American Academy of Pediatrics (FAAP), **Bringing Baby Home** offers a practical, user-friendly approach to one of life's most rewarding, but stressful journeys.

Bringing Baby Home is the first production in a series of DVDs and products geared to helping Canadian families achieve greater health and happiness. The Liandrea Company goes into production today on its second DVD, which will launch in Fall 2005.

Bringing Baby Home is available in English and French (*Bébé arrive à la maison*) at Wal-Mart Stores nationwide and online at www.bringingbabyhome.net.

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