



## Media Release

For Immediate release

### Smiles Made Easy<sup>®</sup> wins coveted iParenting Media Award

*After reviewing thousands of products, iParenting Media has selected Smiles Made Easy<sup>®</sup> "I am Proud When..." thought cards, as a celebrated winner of the 2006 Best Product award.*

Kitchener, ON, February 8, 2006 – Smiles Made Easy<sup>™</sup> has created an innovative and fun new line of note cards that prompt senders to finish thoughts such as "You made me proud when...", "I have fun when we...", and "You are a great...". The "I am Proud When..." variety, and winner of the award, makes it easy to connect with children and gives them the best gift of all – recognition and encouragement. Each tin contains 15 different note cards that can be made encouraging, sentimental or just plain silly!

As one parent wrote "It's so easy in our hurried harried society to forget to really connect. This product makes that incredibly simple. It's fun for parents to write to kids and fun for kids to receive. Simply wonderful, a brilliant idea, and so compact and cute!"

With all the choices available in today's marketplace, determining which products to purchase can be overwhelming. The iParenting Media Awards evaluate and determine which products live up to their claims and which ones stand out from the crowd. Each product that earns an iParenting Media Award is chosen as being an outstanding product in its category.

Experts, licensed childcare facilities, and parents review all products and submit a thorough evaluation of each item. Results are compiled and submitted to the iParenting Media Executive Committee for final approval. The end result is a list of award-winning products that parents can feel confident in purchasing for their families.

"The products that earn the iParenting Media Award are quality items for today's families," says Alvin All, Chief Executive Officer of iParenting Media. "After withstanding extensive review and testing, the award-winning products shone as leaders in their product categories, which signifies to parents that they are the best of the best."

Smiles Made Easy<sup>™</sup> thought cards can be found in stores nationwide or online at [www.smilesmadeeasy.com](http://www.smilesmadeeasy.com). The cards are available in 5 categories: I Love it When..., Remember When..., You're a Great Mom because..., I Have Fun When..., and I am Proud When.... Each category has 15 different thought cards with envelopes and are packaged in small colourful hinged tins. A single tin costs \$8.99.

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