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Father's Day Special: athleticBaby's New Sports-and-Fitness-Themed DVD Series for Babies and Toddlers Help Fathers Share the Fun With Their Children

athleticBaby's DVD series promotes the joys and rewards of a healthy, active lifestyle

Dallas, TX – May 15, 2005 –athleticBaby's (www.athleticbaby.com) exciting new series of children's DVDs introducing babies and toddlers to benefits of sports, fitness and physical activity, is a Father's Day gift the whole family can enjoy. athleticBaby DVDs help fathers introduce their children to sports activities they enjoy playing, while setting them on the right course for a healthy lifestyle.

athleticBaby DVDs use a lively array of sports-related imagery, puppets, and babies to entertain and introduce children to the concept of sports and to encourage them to be physically active during playtime. The first of the series, *athleticBaby Golf* and *athleticBaby All-Star* are now available for children and their parents to enjoy. *athleticBaby Golf*, presents the world of golf through exciting real-life images and energetic, playful music while *athleticBaby All-Star* is an inspirational journey through a sports cornucopia including soccer, baseball, tennis and basketball.

"This Father's Day, athleticBaby DVDs can provide Dads with the perfect opportunity to share their favorite sports with the youngest members of the family. Our mission at athleticBaby is to give parents a tool they can use with their small children to help introduce them to physical activity and peak their interest in popular athletics," says Karen Foster, Founder and CEO of athleticBaby. "Our goal is that by the time the child



is old enough to actually join dad and other family members in playing a sport, they will have built a foundation of interest which will help them succeed.”

athleticBaby DVDs cost \$16.99 and will be initially available at www.athleticbaby.com, Amazon.com and select retail stores. For more information, visit the website.

ATHLETICBABY DVDS AT A GLANCE

- Promotes a healthy and active lifestyle
- Uses a lively array of real-life images and music to introduce fun-filled sports themes
- Can be enjoyed by babies, toddlers and their parents
- Inspires youngsters and helps in building a healthy, active foundation for the future
- Terrific price point at \$16.99
- Perfect for ages 0-36 months

ABOUT ATHLETICBABY: athleticBaby, headquartered in Dallas, Texas, creates and markets a unique line of DVDs to help promote healthy, active living by introducing infants and toddlers to physical activity and sports. A portion of the proceeds are donated to charity organizations promoting children's sports programs.