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**AthleticBaby™ Releases New Line of DVD's
Mission is to Inspire Young Children to be Physically Active**

DALLAS, Texas. January 3, 2005 - athleticBaby, a new company promoting the health and well being of infants and toddlers, today announced the debut of its first two DVDs -- athleticBaby All-Star© and athleticBaby Golf©. The first of a series, athleticBaby All-Star and athleticBaby Golf, are set to bouncy, energetic music showing young children engaged in active play. They incorporate colorful, imaginative footage of balls and puppets created from real sports-gear. athleticBaby All-Star offers children an introduction to a variety of sports including soccer, basketball, baseball and football while athleticBaby Golf takes little ones on a journey from the playground to the putting green. With a focus on inspiring America's youngest athletes, the DVDs are designed to help very small children grow to enjoy a physically active lifestyle. "The benefit of learning healthy behaviors in the formative years is an investment in the future," said Karen Foster, athleticBaby's founder and CEO. athleticbaby's mission is to motivate babies and toddlers to be physically active through the series of inspiring DVD's. "Our goal is to create products for little ones that will spark their interest," said Ms. Foster. "We hope that by the time a child is actually old enough to play sports, they will have built a foundation of interest that will help them succeed.

"Through its series of DVD's, athleticBaby has created a wonderful opportunity for parents, caregivers, friends and family members to help instill healthy habits and confidence in our very youngest athletes," said Sandra Perlmutter, former Executive Director of the President's Council on Physical Fitness and Sports. "It's so important to get an early start."

AthleticBaby DVDs cost \$12.99 and will be initially available at www.athleticbaby.com.



AthleticBaby, headquartered in Dallas, Texas, is a female owned company marketing a line of DVDs designed to help promote healthy, active living by introducing infants and toddlers to physical activity and sports. A portion of proceeds are donated to charity organizations promoting children's sports programs.

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