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Press Release

Nabi Baby™ Debuts the Iddie Biddie One-Piece™ - A Novelty Safety Product for Babies and Drivers

LOS ANGELES, CA – Nabi Baby™, Inc. will give birth to its first product, the Iddie Biddie One-Piece™ at the 2008 Baby Celebration Los Angeles event for “hip new moms and trendy tots.” The Iddie Biddie One-Piece™ is a patent pending cotton miniature baby one-piece that hangs by a suction cup on the inside of a car window to let everyone know a little one is on board. The creation of this novelty safety product was motivated by a near-miss car accident involving a speeding motorist and the company’s co-founder, Leah Carter, while her then 12 month old daughter, Kayla, was in the vehicle; the speed demon later apologized and was mortified to learn that little Kayla was on board. Luckily, a disaster was avoided and the inspiration for creating a stylish and fun safety item was born. The Iddie Biddie One-Piece™ comes with different fun sayings like “Future Rock Star On Board,” “Daddy’s Little Girl On Board,” “Cry Baby On Board,” and many more. They also come in pink, blue and white. Now who said safety can’t be hip and fun?

“I wanted to have something on my car to let other drivers know my daughter was with me and remind them to be cautious,” says Leah Carter. “My only option at the time was a yellow placard which wasn’t aesthetically appealing, not to mention that some drivers needed to read the sign before they recognized there was a baby in the car. That’s when we thought of miniaturizing a baby one-piece. As soon as you see the shape of the one-piece you immediately identify it with a baby or toddler. We knew that by shrinking the popular baby garment to hang on a car window and adding some creative text we could offer parents something that provides both safety and fun.”

“The design possibilities are limitless. We have many more fabric colors and patterns, and sayings in the works,” says Theresa Mallen, Leah’s sister and co-founder of Nabi Baby, Inc. “The writing on the Iddie Biddie™ adds an amusing element, but by making the sign in the form of a one-piece, drivers will immediately recognize there’s a baby in the car and reminds them to drive safely.”

The Iddie Biddie One-Piece™ is made in the USA and measures 6 inches wide by 8 inches high. It has a suggested retail of \$9.99 and is now available for purchase on the company’s Web site www.nabibaby.com. The Iddie Biddie One-Piece™ will also be available in stores across the country in late 2008.

Nabi Baby, Inc. is in the process of expanding their line of products by developing other innovative novelties and accessories for the baby and toddler market which they expect to release later this year.

ABOUT NABI BABY, INC. – Nabi Baby™, Inc. was conceived and developed by two sisters, Leah Carter and Theresa Mallen. Leah’s daughter and Theresa’s niece, Kayla (now 24 months old) serves as the company’s inspiration. The sisters’ goal is to develop unique and innovative products for babies and toddlers that are truly trendsetting. Leah, a single mom, is a hair stylist at the exclusive Umberto™ Salon in Beverly Hills. Theresa, a newlywed, is an attorney practicing in Los Angeles. Little Kayla enjoys dancing, painting and inspiring her mom and auntie to bring unique products to the baby market. Both sisters grew up in Taegu, South Korea (in fact, the company name “Nabi” is the Korean word for “Butterfly”) and moved to Los Angeles when they were teenagers. They’ve remained best of friends since childhood and the addition of Kayla to their lives has only brought them closer.

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For Release 9 a.m. PST, August 12, 2008