



## PRESS RELEASE

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## KABOOST HEIGHTENS DINING OUT EXPERIENCE FOR FAMILIES

### *Kids get a Boost without Traditional Booster Seat*

New York, NY (November 7, 2007) – KABOOST Corp., the innovative juvenile product company that invented the KABOOST, a compact and portable chair booster that raises the height of 4-legged dining chairs by attaching to the bottom of the chair so a child can sit at the table just like a grown up, is opening its doors to the hospitality and food service industry by introducing the KABOOST to industry leaders at the International Hotel/Motel & Restaurant Show on November 11<sup>th</sup>, 2007 (Booth #1453). Designed with safety, portability, and convenience in mind, KABOOST is an improved alternative and a better solution to the "traditional" booster seat.

KABOOST is made from heavy-duty plastic that uses an adjustable spring system to snap-on to chairs' legs in mere seconds. The spring-loaded arms firmly grip legs into place, and KABOOST stays attached even when the chair is moved or repositioned. KABOOST is extremely sturdy holding up to 300 lbs. and is engineered to improve chair stability by increasing the base of the chair. Lightweight and portable, KABOOST can be easily stored and creates a unique appearance when stacked. With the option of four colors chocolate, natural, charcoal and green, KABOOST can blend into the aesthetics of a restaurant's décor.

Children reach a point (usually around the age of 2) where they no longer want to sit in a high chair or booster seat for "babies" anymore. In fact, many children would rather sit on their knees and eat. "KABOOST is a natural fit for restaurants because it allows a child to be completely engaged with everyone at the table and can add to the positive experience family and friends seek when dining out," states Amir Levin, founder and CEO. "We are anticipating a positive response at the IHMRS show and looking forward to introducing KABOOST to hotel and restaurant industry leaders."

KABOOST is the recipient of a number of prestigious juvenile industry awards including the iParenting Media Award and been named the "Most Innovative Booster" by *Cookie Magazine*. KABOOST has been tested and approved by independent testing laboratories and its recommended age range for children is 20 months to 6 years old. Suggested retail price of KABOOST is \$39.95. For additional information or to download high-resolution images, visit [www.kaboost.com](http://www.kaboost.com) or contact Elyssa Sanders at 212-625-8644 or [elyssa@kaboost.com](mailto:elyssa@kaboost.com).

### **About KABOOST Corp.**

Based in New York City, KABOOST Corp. entered into the juvenile industry in April 2007 with their first product the KABOOST portable chair booster. In September 2007, KABOOST started shipping to over 150 US retailers, 15 countries worldwide, and to several leading online retailers. KABOOST Corp. creates big ideas for little kids.

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