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EATING OUT WITH THE KIDS JUST GOT EASIER KABOOST to launch *KABOOST Deluxe*

New York, NY, March 3, 2008 – Taking toddlers to restaurants just got easier with the launch of *KABOOST Deluxe*. KABOOST Corp., the company that brought moms the KABOOST portable chair booster, is launching the *KABOOST Deluxe* which comes in exclusive colors and includes a heavy-duty, handy travel bag. The travel bag will make it simple to just grab KABOOST and go. The first color, in a series of new colors to be introduced, is charcoal.

KABOOST Corp.'s decision to launch *KABOOST Deluxe* and a travel bag comes after numerous requests from parents. The bag will allow parents to easily bring KABOOST to friends, grandparents, and to restaurants so that they may avoid icky, sticky highchairs/boosters, and worry less about whether or not the restaurant will be able to accommodate seating their little ones. *KABOOST Deluxe* will only be available at specialty boutiques around the country and hits stores in March 2008.

KABOOST is the creation of Amir Levin, founder and CEO of KABOOST Corp. Levin developed KABOOST to meet the needs of parents who struggle with toddlers that refuse to sit in traditional booster seats. "The one request we continuously hear from our KABOOST customers is the need for a travel bag so we think that our *KABOOST Deluxe* will compliment the KABOOST nicely and should be a welcomed edition to the KABOOST product line, says Levin "We welcome feedback from our customers and look forward to bringing many new products to our customers in the near future."

KABOOST is made from heavy-duty plastic and 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. The all-weather, travel bag has two strong handles that allow a parent to carry the KABOOST bag as a back pack or on one shoulder. With the option of four colors, chocolate, natural, green and charcoal, KABOOST can blend into any home's décor. *KABOOST Deluxe* retails for \$39.95 and the travel bag sold separately will retail for \$12.95

About KABOOST Corp.

Headquartered in New York City, KABOOST Corp. is an innovative company that focuses on developing and manufacturing functional, yet design-conscious products for the infant and juvenile industry. In September 2007, KABOOST Corp. started shipping to 18 countries worldwide. KABOOSTS can currently be found in over 500 US retail locations. For more information you can visit the KABOOST website WWW.KABOOST.COM or call Elyssa Sanders at 212.625.8644.

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