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## **KABOOST Reinvents the Booster Chair Market**

*Introduces a Chair Booster, not a "Booster Chair"*

New York, NY (April 12, 2007) – KABOOST, a portable chair booster that raises the height of most kitchen and dining room chairs is being launched at the JPMA trade show in Orlando on April 23, 2007. KABOOST is placed underneath the chair so that a child can sit at the table like a grown up. Made from heavy-duty plastic and using an adjustable spring system, KABOOST snaps-on to a chair in seconds. Spring-loaded arms firmly grip chair legs into place, and KABOOST stays attached even when the chair is moved.

KABOOST's patent pending design easily adjusts to fit most 4-legged chairs (round or square legs). Weighing just 3.5 lbs., it's compact and lightweight, easy to fold and carry to grandparents and friends' homes or to restaurants. Its non-slip rubberized feet will not scratch floors. KABOOST has a choice of two height positions – equivalent to the same heights of standard booster seats – allowing a child to grow with it. KABOOST is sturdy, holds up to 300 lbs. and is engineered to improve chair stability. KABOOST comes in a variety of colors, even allowing it to blend in with furniture. Since it's placed underneath the chair, kitchens and dining rooms still look great.

KABOOST is the brainchild of Amir Levin, Founder and CEO of KABOOST Corp, a company focused on developing and manufacturing products for the infant and juvenile industry. Levin states that "children reach a point – for most, it's usually between 2 and 3 years old – in which they no longer want to sit in a special chair or booster seat for babies. A child wants to be just like his mom and dad or older siblings. In fact, many children would rather sit on their knees and eat rather than use a booster seat."

That's where KABOOST comes in – a child can sit and reach the table just like everyone else. KABOOST gives kids the ability to develop a sense of independence and gain self-confidence. Even their self-esteem improves as they feel like they are part of the family. With KABOOST, the entire dining experience is enhanced for both child and family.

KABOOST has been tested and approved by independent testing laboratories. Its recommended age range for children is 20 months to 6 years old. KABOOST will have a suggested retail price of under \$39.95. KABOOST will be exhibiting in booth #1651 at the JPMA trade show in Orlando between April 23 - 25, 2007 and will be available online and at retailers nationwide in August 2007.

For additional information or to download high-resolution images, visit [www.kaboost.com](http://www.kaboost.com) or contact Amir Levin at 212-625-8644 or [pr@kaboost.com](mailto:pr@kaboost.com)

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