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KABOOST REVOLUTIONIZES THE BOOSTER CHAIR

New York, NY (September 20, 2007) – KABOOST Corp, an innovative new parenting company that focuses on developing and manufacturing functional, yet design-conscious products for the infant and juvenile industry, is announcing the launch of their new product, KABOOST. KABOOST is a compact and portable chair booster that raises the height of kitchen and dining room chairs so your child can sit at the table just like a grown up. With KABOOST, the entire dining experience is both convenient and enhanced for both child and family.

This novel product is the brainchild of Amir Levin, Founder and CEO of KABOOST Corp. based in New York City. Levin states that “Children reach a certain point in development – for most, it’s usually between the ages of 2 and 3 years old – in which they no longer want to sit in a special chair or booster seat. 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. The empowering feeling of KABOOST gives kids the ability to develop a sense of independence and gain self-confidence, even their self-esteem will likely improve as they begin to feel a part of the family.

KABOOST is made from heavy-duty plastic and uses an adjustable spring system that snaps-on to chairs in mere seconds. The spring-loaded arms firmly grip chair legs into place, and KABOOST stays attached even when the chair is moved or repositioned. KABOOST has a choice of two height positions – equivalent to the same heights of standard booster seats – allowing a child to grow with it. Its non-slip rubberized feet will not scratch

mom's floors. As lightweight and compact as it is, KABOOST is extremely sturdy holding up to 300 lbs. and is engineered to improve chair stability.

KABOOST has been tested and approved by independent testing laboratories. Its recommended age range for children is 20 months to 6 years old is available online and at retailers nationwide with a suggested retail price of \$39.95. KABOOST comes in a variety of colors, even allowing it to blend in with mom's decor.

For additional information or to download high-resolution images, visit www.kaboost.com or contact Elyssa Sanders at 212-625-8644 or elyssa@kaboost.com

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