



Capture your baby's first year.



BANISH “BABY BOOK GUILT.”

Baby's Firsts App launches November 2013.

For immediate release.

INFO AND INTERVIEWS

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Kansas City—November, 2013. Every parent wants to remember all the amazing firsts that happen in baby's first year — the first smile, bath time, holidays, moments with special family members... but most parents don't have the time it takes to complete a traditional baby book or scrap book.

Baby's Firsts prompts parents with developmentally- and seasonally- timed reminders to capture moments and milestones that they'll want to keep and share. All they have to do is grab quick snapshots with their iPhone.

There are more than 300 prompts; all written, planned and scheduled based on seasons and key child development milestones. For example, when baby is about 9 months old, a parent will receive the prompt: “Holy molars! Grace is cutting a set of teeth. Share a photo of the new smile.”

Parents can choose to add designs and instantly share them via Facebook, Twitter, Flickr and email—with all those relatives and friends clamoring for baby updates.

Future versions will allow tangible outputs of the moments. One of Baby's Firsts' six team members, Elizabeth Paolini said, “We intend to revolutionize the ‘traditional baby book’ for the modern parent. This version of the app is just the beginning of where we want this to go. ”

- **300+ prompts to inspire creative ways to capture baby's first year**
- **Instant sharing to Facebook, Twitter, Flickr and email**
- **For iPhone, iPod Touch**
- **Exclusive themes and designs**

Download the app: www.babysfirstsapp.com/iosdownload

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