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## **POTTY TOTS™ GAINS INDUSTRY RECONGNITION**

### **New Potty Training Resource Achieves Recognition from the Juvenile Products Manufacturing Association (JPMA) and Receives Honorable Mention From Startup Nation**

**TEMECULA, CA – January 15, 2009** - Potty Tots™, a provider of comprehensive, child-centered potty training products and resources, was recently recognized by JPMA, a national trade organization representing 95% of the prenatal to preschool industry, as a finalist in their annual Innovation Awards Competition. Gaining recognition for their new comprehensive potty training kit, the company also recently received Honorable Mention from StartupNation, an organization, which was founded to serve the need of entrepreneurs, in their second annual StartupNation Home-Based 100 ranking in the category of most innovative.

The JPMA awards contest included more than 130 products, which were evaluated by a selection committee of trade media representatives and industry retail buyers, and judged on their innovation, marketability, trend-setting potential, appeal and usefulness. A finalist in the contest, Potty Tots™ launched their new product this past year at the ABC Kids Expo. The product, which consists of a storybook, animated DVD with bonus music videos, step-by-step illustrated potty chart and progress and rewards game, features a group of ten ethnically diverse preschool characters, all with their own personalities and interests.

“We are thrilled to have been chosen a finalist in the contest,” stated founder Jill Leech. “It’s encouraging to see that other industry professionals view our product as an innovative and useful tool for kids and parents. Our goal is to address what we see as a challenge in everyday parenting by giving those parents and kids the tools they need to be successful,” she added.

The Potty Tots™ training system was developed to work for all children including those with special needs such as Reactive Attachment Disorder, Autism, Autism Spectrum Disorder, Pervasive Development Disorder, who commonly have issues with potty training and need structure to feel secure. Toddlers learn best with a lot of visual and structured programs, which also include positive reinforcement and tangible rewards but most of all when learning is FUN. The Potty Tots™ training kit, which provides extensive

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visual aides, including a detailed “how to” chart, is intended to encourage kids to participate, ultimately fostering independence, confidence, and self-esteem. The program also features a “Toilet Bowl” game, fashioned after the Super Bowl, so that kids can keep track of their progress and gain positive reinforcement with praise and rewards.

Additionally, the program focuses on addressing multiple learning styles (visual, auditory, and kinesthetic), which is reinforced through a variety of program components. The story book was animated on a DVD so young children could easily follow along and original songs were developed (the Potty Song, Potty Rock, and Potty Stomp) to help kids sing and dance their way to remembering the six steps in potty training.

In addition to the potty training kit, the company also has launched an interactive web site, [www.pottytots.com](http://www.pottytots.com). An integral part of the Potty Tots™ Training Program, the web site features a variety of tools and resources for both parents and children. Those include a “Parent’s Page” which features an FAQ section; an online informational newsletter, “Tidbits for Toddlers;” and “Tales from Toddlerhood,” a Parent’s Blog which offers parents a glimpse into one witty mom’s world of raising two toddlers and the adventures they encounter every day. The site also hosts a “Just for Tots” page, which was designed for the express purpose of having fun while learning about potty training. It includes coloring-pages, interactive games and a “Meet the Potty Tots” page. It also has a Potty Tots™ “Diploma,” which can be customized and printed once the child’s potty training has been mastered.

The potty training kit, available in both boy and girl version, can currently be purchased online for the cost of \$19.95 and ultimately will become available at retail stores. Also, individual Potty Training Charts, featuring any one of the ten adorable Potty Tots™ can be purchased online for \$7.95. The company plans to debut its new program this month at the ABC Kids Expo in Las Vegas. For more information on the Potty Tots or to take advantage of the company’s online resources visit [www.pottytots.com](http://www.pottytots.com).

### About Potty Tots™

The Potty Tots™ Potty Training Program is a unique and universal system that is child-centered and provides all of the resources necessary for successful potty training. It features an adorable group of ethnically diverse preschool characters that engage children by singing and dancing their way through the six steps of Potty Training. This highly interactive program, which includes storybook, animated DVD with bonus music videos, step-by-step illustrated potty chart and progress and rewards game, addresses multiple learning styles, encouraging kids to participate and ultimately fostering confidence, self-esteem and independence. It provides everything you’ll need for a fun, stress-free potty training experience.

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