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HOLLYWOOD TOTS INTRODUCED TO THE POTTY TOTS

Potty Tots® New Potty Training Kit Selected for Gift Bags Being Provided To Select Celebrity Families This Holiday Season

TEMECULA, CA – December 18, 2008 – This holiday season, a group of approximately 25 Hollywood tots are being introduced to a group of ten ethnically diverse and multi-talented preschool characters, affectionately known as the Potty Tots. The Potty Tots, who are the signature characters for a new, child-centered, potty training resource, are showcased in the company's potty training kit, which was selected for holiday gift bags going out to a variety of celebrity families. The gift bags, being assembled by LA-based marketing company Distinctive Assets, will be received by families of celebrities such as Brooke Shields, Gwen Stefani, Jennifer Garner, Marcia Cross, Naomi Watts, Nicole Ritchie, Tori Spelling and Will Ferrell, Angela Bassett, Salma Hayek and Victoria Beckham to name a few.

Potty Tots is designed to offer a fun, stress-free experience, providing all of the resources necessary for successful potty training. The Potty Tots Potty Training Kit consists of a storybook, step-by-step illustrated potty chart, progress and rewards game and animated DVD with bonus music videos, in which the Potty Tots engage toddlers by singing and dancing their way to remembering the six steps of potty training.

Potty Tots provides a unique and universal system, designed to address multiple learning styles (visual, auditory, and kinesthetic), which are reinforced through a variety of program components. The storybook was animated on a DVD so young children could easily follow along and features original songs such as the Potty Song, Potty Rock, and Potty Stomp. 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 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.

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In addition to the potty training kit, the company also hosts an interactive website, 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 is available in select retail establishments. Also, individual Potty Training Charts, featuring any one of the ten adorable Potty Tots can be purchased online for \$7.95.

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