

FOR IMMEDIATE RELEASE

Eco-friendly = Kid-friendly & Parent Approved

Parent Tested Parent Approved Media Announces its 2009 Green Product Winners

April 22, 2009 – (Vancouver, BC) – minui HandySitt announces that it has been awarded the influential PTPA Media Seal of Approval for excellence in parenting products in the Green Category.

We all know our children leave small footprints and now thanks to PTPA Media's new Go-Green rating category, parents can ensure the products they buy for their kids also leave small footprints.

Like all products that earn the Parent Tested Parent Approved Seal, the winners boast high quality, functionality, and style. This latest product group, however, also benefits from being environmentally friendly. The minui HandySitt portable high chair was among many entries competing to win the PTPA Media Seal of Approval for the Winter 2009 campaign.

Being honored with the prestigious PTPA Media Award is a huge achievement for the minui HandySitt high chair.

“When parents, grandparents and restaurants start using our high chair, they love it, and best of all, their kids love it too, so we’re stoked to get some formal recognition.”

- Adam Neilson

“The PTPA Media Go-Green Award is committed to finding the latest and greatest products which leave little or no footprints on the environment,” says Sharon Vinderine, President of PTPA Media. “We established this campaign in direct response to the growing requests from the PTPA Media parenting community to not only find enviro-friendly products but to review them to ensure they are the quality products most parents need. Companies were invited to submit their green products and PTPA added relevant themed questions to our renowned rating evaluation system. Parents and professional evaluators reviewed the products and now we are confident consumers can rest easy when they choose a product that has earned the PTPA Media Green Seal.”

“Winning this gives the HandySitt an official stamp of approval by North American moms. While it has garnered accolades in Europe over the



past decade, this will really help build awareness for it on this side of the ocean.”

- Adam Neilson, Chief Dad, Keiki Enterprises

About Keiki Enterprises and the minui HandySitt

A North American distribution company started by two young dads, Keiki distributes and builds brands for children’s products that are great looking, practical and built to last.

About PTPA Media

PTPA Media (Parent Tested, Parent Approved) provides an objective means to discover and appraise new products designed to enrich family living. The company’s mission is to assist and educate discerning consumers by providing reliable and relevant information about exciting and quality products on the market. Products range from baby clothing, toys and accessories to parent-centric creations. The Parent Tested Parent Approved Seal is presented to companies whose products are deemed exceptional by a knowledgeable and unbiased panel of experts, including parents themselves. For more information visit ptpamedia.com.

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