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## **NEW LIFESTYLE SITE OFFERS DEFINITIVE ONLINE GUIDE FOR THE COOLEST BABY GEAR**

*CoolbabyGear.com Gives Millennial Parents a  
Hip, Digital Alternative to Big Box Baby Stores*

Chicago, IL – September 30, 2008 CoolBabyGear.com today announced the launch of its new online site which provides Millennial (and wanna-be hipster) parents THE definitive online resource for the coolest baby gear available. CoolBabyGear.com searches the web so users don't have to. The site strives to find a range of unique and diverse baby products and post them daily, so visitors can window-shop at their convenience. (Is the baby finally napping? Fire up the laptop. Want an RSS feed? One click away. Like to get e-mail updates? They're waiting in your inbox. On the bus to work? The site pops them on users iPhone's. You get the idea.) Products from a variety of categories are wittily written up and posted daily in quick, entertaining bursts that fit today's busy lifestyle. CoolBabyGear is non-stop browsing for stuff parents actually would want but never knew existed. Featuring the most unique items from the very best boutique online shops in categories such as: Baby Products, Baby Furniture, Baby Toys, Baby Gifts and even Organic Baby Products.

"My husband Joe and I started the site because we were frustrated with the whole shopping experience before our daughter was born. While shopping at some of the more 'typical' stores, it really left us bored and uninspired", comments Venetia Edakkunnathu, the Product Finder half of the team. "We started looking online and discovered there are a variety of great boutique shops out there, ranging from hip, to modern to eco-friendly, all carrying great stuff. Later as a new mom, I just didn't have much time to jump online and surf like I used to, thus the idea for CoolBabyGear.com was born."

Joe, Venetia 's husband, an Interactive Consultant, manages the design and development duties of the site. He remarks that "The site is a great starting point to find a lot of really great and unique products online. I also wanted this site to be something for fathers to get a kick out of reading. Our quick irreverent rants help make it a bit more comfortable for design conscious dads to research what was traditionally a more female oriented arena. Not too mention, it really helps guys like me who aren't patient enough to find unique baby gifts."

New Generation Y parents are all about convenience and user-friendliness. This is the iPod and cell phone generation, so going to the mall just ain't gonna cut it, food court be damned. CoolbabyGear offers the ultimate way find the coolest baby gear out there, with home delivery via the latest technology. Ban the blah with CoolBabyGear.com.

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Contact: Joe Edakkunnathu

CoolBabyGear.com

312-285-0783

Email: info [at] coolbabygear [dot] com