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For more information, contact: media@iparenting.com

iParenting Media Awards Announces the Greatest Products of 2006

Evanston, IL - iParenting Media Awards announces the winners of our Greatest Products of 2006 Call for Entry, during which we evaluated items ranging from spectacular toys, educational books and great music to juvenile product gadgets, highly interactive Web sites and stimulating video games and software. All of the items were thoroughly evaluated by experienced reviewers to determine which ones exceeded the standards to earn an award.

The iParenting Media Awards program is so thorough it has attained ISO 9001:2000 Certification from the International Organization for Standardization (ISO). ISO is the world's largest developer of standardization regulations, and ISO 9001:2000 is an internationally recognized standard of quality assurance. Only a fraction of the companies that attempt this certification achieve it, and the iParenting Media Awards program is the only product testing service with an awards program in our industry that has the certification.

"iParenting is celebrating its 10-year anniversary in 2006 as a leader in providing parents with the best information. We enjoy evaluating products that are targeted to both children and parents," says Alvin All, Chief Executive Officer of iParenting Media. "There are so many choices to make this holiday season, but it's good to know we are making a difference in helping consumers decide which ones are best for their families. We evaluated thousands of items in our Greatest Products Call for Entry, but only the ones that exceeded the high evaluation standards we set earned the iParenting Media Award."

To be considered for an award, each company submitted product samples, which were then precisely matched within iParenting's database of hundreds of experienced reviewers using iParenting's state-of-the-art technology. An expert, a group setting with multiple users and a family reviewed the products and submitted a thorough evaluation of each item. Results were compiled and submitted to the iParenting Media Executive Committee for final approval. The end result of this comprehensive process is a list of award-winning products parents can feel confident in purchasing for their family.

Media inquiries: media@iparenting.com, 847-556-2300. Photos and product descriptions of award-winning items are available.





iParenting Media Award

2006 Greatest Products

<http://iparentingmedia.com/index.php>

Digitsaver™ Pinch Guard By DIGITSAVER, LLC



The patent-pending, Digitsaver™ pinch guard easily attaches to any door knob or lever handle. It is a plush, donut-shaped pinch protector with a cute animal head that sticks out into the door jam. Its primary purpose is to protect children's fingers from being pinched or seriously injured due to closing doors. In addition, the "digitsaver" prevents doors from blowing shut and keeps children (and pets) from locking themselves in a room. It transports easily and is hard to lose because it stays attached to the doorknob when not in use. The "digitsaver" pinch guard injects

personality into safety and makes a connection with our children, providing them with a new awareness about safety. Available in different styles and colors, it is fun, simple and effective, giving child safety a new, friendlier look.

Corporate Phone: 360-440-7550

Website: <http://www.digitsaver.com>