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PLAYTIME JUST GOT A LOT MORE FUN FOR TODDLERS AND BABIES WITH SUPER SOFT KID-SIZED BEANBAG CHAIRS, WHIMSICALLY ENTERTAINING PLAYMATS

Kaloo Introduces Children's Room Décor and Accessories to Keep Kids Cozy, Comfy and Content

(Montreal, Canada) May 17, 2006 – Who says a “timeout” can’t be fun? Time alone can actually be extremely entertaining when your child is taking “time out” for enjoying a favorite storybook while sitting in their very own, cushy toddler-sized beanbag chair lovingly designed by French baby company, *Kaloo*. Even Goldilocks agrees -- having a snuggly chair that feels “just right” can be a real source of security and comfort for that special little one in your life. It’s the place where they can cuddle and share secrets with Teddy or pretend to be sitting on the throne among their loyal subjects, which makes the *Kaloo* chairs a thoughtful addition to any child’s bedroom or playroom.



123 Maxi Patapouf Bear Chair

Maxi Cat Chair

Lilirose Chubby Rabbit Chair

Sable Maxi Bear Chair

Kaloo's toddler-sized beanbag chairs come in three styles including the 123 Maxi Patapouf Bear Chair, the Maxi Cat Chair, Lilirose Chubby Rabbit and the Sable Maxi Bear Chair. Each features bright colors and easy-to-care for soft fabrics that are machine washable and dryable. Their unique designs, including the animal's stubby ears and paws, also encourage learning skills that foster a child's creative expression, stimulate gross motor and sensory abilities, and promote independent play. Dimensions: D 20 x W 20 x H 17 in. Retails for \$70.00.



Kaloo understands that playtime can also be quality learning time – especially for babies. Help growing infants develop those ever-important hand-eye coordination and grabbing skills with *Kaloo's* Wooden Activity Arch. Designed in France, the wooden arch comes with four toys that attach via Velcro. Infants love the simplicity of the wooden arch and soft, baby-friendly colors of the included plush toys. Retail for \$50.00.

Another favorite among the “high-chair and strained-peas crowd” are *Kaloo's* charming **Plush Playmats** -- guaranteed to be one of the best you'll come across. The surface surrounds your baby in pure luxury of cotton velour and micro fibers and is covered with different activities to stimulate baby's senses. Crinkle paper waits to be discovered in the pink and red balloons and orange patches. Squeakers wait to be pushed in the yummy soft heart and purple balloon. Mint green loops wait to be pulled. A small foil mirror awaits baby's curious gaze. And that's just for tummy time! When baby wants to be on her back, let her try to grasp one of the four removable toys. A heart, book, number 2 and squeaking cake hang tantalizingly from the fabric-covered arch.



“123” Plus Playmat



Blue Activity Playmat



Liliblue Activity Playmat

The bright, saturated colors and thoughtful activities are perfect for non-mobile babies. Infants love the variety of activities and textures on the mats surface and the ultra thick padding in the mat. Moms will also be fans of the *Kaloo* Plush Playmat because it's handy, easy to transport and best of all – it's machine washable! Comes in blue, liliblue and 123 styles.



In addition, the *Kaloo 123 Activity Bag* is a collapsible playmate in its own foldable bag for moms with babies on the go. Retail for \$100.

Kaloo, the company started by Eric Panciulo, a French national who specializes in the design and production of soft toys and baby items, is taking America by storm. Originally set up for the European market, *Kaloo* now exports to about 35 countries. The best quality materials are used and all items are produced according to the most stringent safety standards. North American operations are handled by *Kaloo's* Montreal office.

American moms have shown they are ready for the European sensibility, style and quality that are embodied by *Kaloo* baby products. Their products are sold at specialty gift, baby and children's clothing stores, Saks Fifth Avenue and Nieman Marcus.

For more information, visit www.kaloo.com and click on your language of choice. For information on a store near you, call toll free 877-957-3088, or email usa@kaloo.com.

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