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THE HOLIDAYS WILL BE CUDDLY WITH A KALOO “BLANKIE” FOR BABY

(Montreal, Canada) October 24, 2006 – Remember when you were a child and rubbing the satiny corner of your blankie against your cheek made the world all warm and fuzzy? You probably still have that blanket. It’s one of the most treasured icons of your childhood. But because of the deep, emotional bond that a child develops with their blankie, not just any blanket can get the job.

In order for a blanket to be a “blankie” it must possess some very special qualities. And the new, blankies from the French baby company, Kaloo, are just what the pediatrician ordered. Called *Doudous*, (in French, “doudou” means a blanket to wipe tears), they are guaranteed to make any baby feel that the world is a good and comforting place, even in the dark of the night.

Doudous are made of ultra soft, cheek stroking, cotton velour. They are a cuddly cute 8” square, which makes them perfect for babies to hold (and moms to pack!) Here are two examples from Kaloo, but there are many more:

Lilrose Velour Bear Doudou - \$18

Security blanket bear measuring 20 cm in a charming gift box measuring 22 cm.



123 Doudou Bear - \$18

Security blanket and finger puppet in one! 8 inches

Like all Kaloo products, the *Doudous* come snuggled inside a beautiful hatbox package. As a gift, it makes the presentation quite lovely!



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, web sites, 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 514-457-3088 or email usa@kaloo.com.

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