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NATIONAL LAUGH-FRIENDLY MONTH JOINS FEBRUARY'S GROUNDHOGS, HEARTS & PRESIDENTS

ee publishing & productions Awaits 2nd Annual Laugh-Friendly Month Celebrating Customer Service and Smiles Despite Difficult Times

Fairfax, VA (February 1, 2009) -- What's so funny about February 2009? One Virginia company has created National Laugh-Friendly Month to encourage more smiles, laughs, and, while they're at it, old-fashioned customer service.

Being laugh-friendly accurately reflects the business and life philosophies of sisters Elizabeth Sills and Elena Patrice, co-founders of ee publishing & productions, who believe we can *always* make lemonade out of the lemons life (and sometimes work) gives us.

"We believe in the benefits of laugh-friendly living so much that we not only built our company around it, but we also officially made February National Laugh-Friendly Month!" explain Sills and Patrice. You can learn more about laugh-friendly living and what ee does to celebrate in February at <http://www.laughfriendly.com>.

Southwest Airlines, ee's Laugh-Friendly Company of the Year, received an honorary letter (and a basket of pins) for celebrating February's laugh-friendly philosophy all year long. Jim Herring, Southwest's Culture Services Senior Writing Representative wrote back, "Your 'Be laugh-friendly. Change the world' tagline is right in sync with the philosophy of our slogan, 'Southwest Flyers Have More FUN.' And we salute you for cultivating smiles and laughter in children and adults." Southwest is featured in ee's special Laugh-Friendly Month edition newsletter in an exclusive interview. Both Sills and Patrice look forward to cultivating the friendship between the two kindred companies.

For the second year, National Laugh Friendly Month is listed in *Chase's* Calendar of Events 2009, the authoritative guide to special occurrences, holidays, anniversaries, and more from around the world. Teachers, marketers and journalists rely on the whimsical calendar for references and ideas.



**ee publishing & productions is
distributing these colorful buttons
to laugh friendly people and
companies in February**

ee publishing & productions has designed a fun 2009 commemorative pin that measures 3” for added visibility. These pins are part of the “button for a buck” promotion at their website, www.laughfriendly.com. Proceeds from the pins, which ee encourages people to “wear and share” to help beat the winter blues, go to the Nana Star Foundation, benefiting children who need a reason to smile.

Their website also spotlights people and organizations that the sisters believe behave in a laugh-friendly manner – those that go above and beyond the call of duty. In addition, readers will enjoy their daily blaph (blog + laugh = blaph) for tongue-in-cheek comments, silly stories, and inspirational tidbits that further demonstrate laugh-friendliness.

About ee publishing & productions

Creators of the multiple award-winning *Nana Star* book series, Sills and Patrice believe that the simple story of Nana Star will be a success in today’s society where it is hard for children to find appropriate role models. They also believe that parents will welcome a return to simpler, nostalgic times—helping families recapture a little calm in a hectic world. Their philosophy is contagious; the series has been racking up awards since its launch, including: Dr. Toy’s 100 Best 2008, The Toy Man 2008 Seal of Approval, iParenting 2008 Outstanding Products Award, Mr. Dad Seal of Approval, Mom’s Choice Award and others.

For more information on the business, visit www.laughfriendly.com, or to learn about its Nana Star products, click on www.NanaStar.com.