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## New ClubToddler.com Promises Age-Appropriate Online Fun For Babies & Toddlers

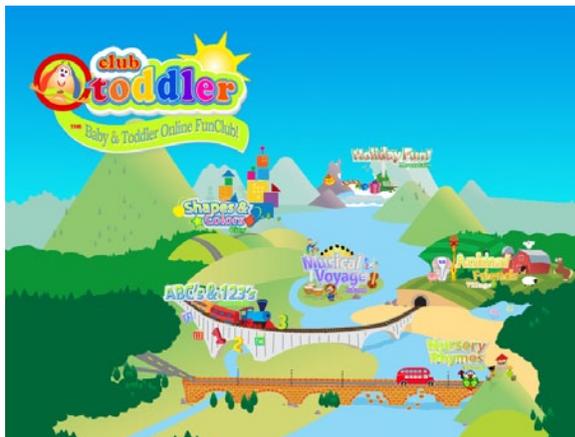
*JUST LAUNCHED ONLINE VIRTUAL WORLD FOR BABIES AND TODDLERS IS FIRST-OF-ITS-KIND*

Rochester, NY (March 13, 2013) - Club Toddler is a new online virtual world web site for babies and toddlers offering age-appropriate interactive activities taken from an award-winning desktop software series. The recently launched site features the entire Giggles Computer Funtime For Baby & Toddler software series brought to the internet and is the first-of-its-kind online virtual world and activity center for this younger age group.

ClubToddler.com is a members-only site featuring 6 differently themed PlayTowns, 85+ interactive activities, 275+ songs, and interactive videos for babies and toddlers. Anyone can join for free and the site is accessible and compatible with all Windows and Mac operating systems/computers. The folks at Club Toddler say that compatibility for mobile devices and tablets (iPad, iPhone, Kindle Fire, Nexus, etc.) is coming very soon.



ClubToddler.com was created by software entrepreneur Tim Leverett who has spent that last 10 years researching, developing, and creating award winning interactive content for babies & toddlers. Leverett was the original creator of the Giggles Computer Funtime For Baby Software Series, which was available in major retail stores across the U.S. from 2006 - 2010. He was hailed as an innovator and credited with bringing the first software created specifically for babies to the U.S. market. Leverett says that with his new venture he is "...dedicated to providing the highest quality content for babies and toddlers online and on mobile devices like the iPad".



The original Giggles software was also unique because it provided a full-lockout capability that let babies play in the program on the computer, and press any key at all on the keyboard, without being able to get out of the program and harm mom or dad's computer or files. This full lock-out functionality has been implemented into ClubToddler.com also. Leverett says, "there is no other web site or online content offering this type of functionality and protection for the younger users and their parents".

ClubToddler.com's 6 PlayTown areas include My Ani-

mal Friends Village, Musical Voyage Island, ABC's & 123's Junction, Shapes & Colors City, Nursery Rhymes Corner, and Holiday Fun Mountain. Each PlayTown contains a plethora of interactive activities, each designed for babies and toddlers, and incorporating years of research and development, knowledge and expertise.

Some other notable features of ClubToddler.com include a parent controlled "PlayTimer" that lets parent's set playtime limits, and a built-in "ParentPlay" function that lets parents scroll through a website, your Facebook feed for example, in a custom built-in browser at the top of the screen. All while the child still maintains the ability to press any key, and their game or activity continues on-screen. This is a truly awesome feature for today's multi-tasking moms and dads. Other notable features include the Butterfly SafeBrowser area, a fully functional built-in web browser that lets children visit other internet sites from within the computer-protected lockout environment of Club Toddler. It includes an extensive "preapproved sites" list of links to other web sites with content appropriate for babies and toddlers.

Bottom line, the reviewers, critics and parents loved the original Giggles series (it received many prestigious awards and "5-star" reviews), and they are likely to love the new ClubToddler.com even more. Everything has been improved, recreated, and reimagined into an imaginative online world for babies and toddlers. Having this many award-winning activities, created just for babies and toddlers, at every parent's fingertips and online is awesome. Being able to join and play for free is even better. Now if we could just get it to do the 3 a.m. wake-up duty all would be perfect in the world.

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Club Toddler (ClubToddler.com) is a division of Leveractive, LLC, a privately held company located in Rochester, NY specializing in the creation of entertainment software and online virtual worlds/web sites for the baby and toddler market. Leveractive was founded in 2004 by Tim Leverett as vehicle for creating inspiring and enriching products for his own son. This dad-inspired journey continues today with a commitment to creating outstanding quality-of-play experiences for all children.

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