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Dad – Inventor’s Award Winning Baby Product Gains Rapid Popularity

The ITZBEEN™ Hits #1 on an Amazon.com ‘Hot New Release’ List, and is offered in several large retailers, websites, and catalogs.

WOODLAND, CA (PRWEB) April 16, 2007 – Coast Innovations, a Woodland, CA based manufacturer, announced that their award winning ITZBEEN Baby Care Timer™ is gaining fast popularity and being picked up by several larger accounts.

During the month of March, the ITZBEEN™ hit #1 several times on Amazon.com’s ‘Hot New Releases’ list in the baby/safety category. “We saw it at the top of the list at least 12 times.”, says Greg Sheldon stay-at-home dad, inventor, and co-owner of Coast Innovations. “It was quite rewarding, considering we just started shipping at the beginning of the year. While it is no longer considered a ‘New Release’, we are still excited to see it frequently appear in Amazon’s ‘Top Seller’ list of baby products.”

The ITZBEEN™ (pronounced: “it’s been”, as in *it’s been* 2 hours since a diaper was changed) is a unique and ingenious little device to help new moms and dads. Four timers help sleep-deprived parents remember and communicate the basics, like: how long ago they changed a diaper, fed the baby, put them down for a nap, or gave them medication. Each timer can also give a reminder at certain intervals, if needed. Other great features include: belt clip, nursing reminder switch, illuminated display, clock, and soft-glow flashlight that automatically goes off after 7 minutes, if left on.

The ITZBEEN™ Baby Care Timer, which won a 2007 iParenting Media Award, is available at many independent stores and websites throughout the US and Canada, and as far away as Panama and Australia. In addition to Amazon.com, in March and April it became available in One Step Ahead and Hammacher-Schlemmer spring catalogs, Burlington Coat Factory stores, and Target.com, and will soon be on RightStart.com and BabyCenter.com. Suggested retail price for the ITZBEEN™ is \$24.99; instructions are written in English and Spanish. Visit their website www.itzbeen.com for more information.

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