

For Immediate Release

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Stay-at-home Dad Invents Baby Care Product

Woodland, Calif. – Sept. 6, 2006 – As the new father of a bouncing baby boy, and an equal partner in parenting, Greg Sheldon found that he and his wife asked each other the same questions over and over: “How long has it been since his diaper was changed?” and “How long has it been since he ate?” Keeping track of the countless child-care activities happened in a haze of sleep deprivation and uncertainty. They tried using notepads and kitchen timers but Sheldon thought, “There has to be a better way.” So he invented one. And alas, the ITZBEEN™ Baby Care Timer was born.

Sheldon’s new company, Coast Innovations, will introduce ITZBEEN™ to the baby products industry this September at the 2006 ABC Kids Expo in Las Vegas. The product will be in stores by late Fall of 2006.

The innovative baby-care product was conceived when Sheldon, a mechanical engineer turned stay-at-home dad, put his professional background to work at home. When Sheldon’s son was 3 months old, he decided to put his engineering career on hold to spend time with his new baby. However, it wasn’t long before Sheldon’s inventive nature had him looking for ways to make the job of parenting a little easier. Using his home computer, Sheldon created a simple program with separate timers for feeding, changing, and sleeping. The couple then referred to the timers to see how long it had been since each childcare task had taken place. This tool not only helped the couple understand their baby’s natural cycles, but also helped them communicate with each other when it was time for the other to step in as primary child-care provider. The system helped so much that Sheldon decided other parents might benefit from the same solution. Thinking that a portable tool would be more effective than a computer program, he went to work developing his first stand-alone product.

Greg and his wife Kris worked together through the development phase to come up with the best combination of functions and features to create a genuinely useful parenting product. The Sheldon’s named the product ITZBEEN™ as a tribute to their constant refrain, “It’s been two hours since he ate”, or “It’s been three hours since his diaper was last changed.”

ITZBEEN™ is a multi-purpose tool for new parents. It has four timers that display the elapsed time since important baby care tasks were last completed: last diaper change, last feeding, how long baby has been awake or asleep; the

fourth bonus timer can be used for any other task, for example: time since last medication was given. With the simple press of a button, each timer resets and begins counting up from zero. If parents or babysitters require a reminder to do a certain task at given intervals, each timer has an optional alarm. If the timer reaches the alarm setpoint, the appropriate button will light up and an audible alarm will beep. ITZBEEN™ has several other useful features: a built in flashlight helps parents find their way in the dark, the display lights up at night, and a nursing reminder provides nursing moms with an easy way to remember which side baby last nursed from. A clip on the back makes the ITZBEEN™ totally portable, and allows for hands-free use of the flashlight at night.

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