



NEWS

Contact: Dave Francis
LapFit, LLC
615.400.8985

LapFit Announces National Retail Relationship with Learning Express Toys

FOR IMMEDIATE RELEASE

Nashville, Tennessee (March 8, 2012) – LapFit® LLC, manufacturer and distributor of “The Eat, Work, Play Tray,” announced today its first national retail sales relationship with Learning Express Toys. With this relationship, Learning Express will make LapFit products available in all of its stores across the United States. In addition, LapFit will be one of Learning Express’ featured products in its catalogues and online store.

“We are very excited and honored to work with Learning Express to bring the fun and utility of LapFit to parents and kids who shop at Learning Express stores across the country,” Dave Francis, LapFit Founder and CEO said. “With their focus on unique, high quality toys and children’s items, we could not be more pleased that Learning Express recognizes the unique nature of LapFit and how it can benefit their clientele. The ability to personalize LapFit for their customers makes LapFit a perfect product for Learning Express stores.”

“As the spring and summer travel seasons approach, the opportunities for kids and parents to experience the benefits of LapFit will increase substantially,” Francis continued. “LapFit is a unique solution for all of the eat, work and play needs of on-the-go families and we are pleased to be able to offer LapFit across the Learning Express retail network.”

With headquarters in Devens, Massachusetts, Learning Express Toys is the largest franchisor of educational toy stores and has over 150 locations in the United States.

LapFit, “The Eat, Work, Play Tray” is based on a unique design that specifically addresses the needs of parents and kids riding in cars and on-the-go – how to enjoy meals, do homework or be entertained without the mess of spilled drinks, turned over sauce containers, dropped food and squeezed ketchup ending up all over the kids and the car. LapFit’s patent-pending features include:

- a comfortable leg-hugging base that firmly keeps LapFit where it belongs – on your child’s lap!
- centered cup holder and juice box holder that keeps drinks from spilling
- specifically designed spaces for ketchup and nugget sauces to keep them from spilling into a sticky, gooey mess
- two large food areas that hold nearly any snack or meal
- the EasyFit desktop which snugly fits on top of LapFit, making homework, coloring or playing simple, easy and fun!

LapFit is compact and fits easily in every car and SUV. Importantly for parents, LapFit cleans up simply by hand washing or by placing LapFit into the top rack of any standard dishwasher. No mess, no fuss!

LapFit is available at Learning Express stores, other select retailers and online at www.LapFit.com.

About LapFit, LLC

LapFit was founded by a Dad who retired several years ago to spend more time with his wife and four children. With the back seat of both his and his wife’s heavily used SUVs nearly destroyed by spilled sodas, ketchup, burgers and sauces – and with the need to get homework done while driving from school to soccer practice to dance class to karate to choir rehearsal – this “Mr. Mom” searched high and low for a solution to his kids’ eat, work and play needs while in the car or on-the-go. Finding none, the first design for LapFit was drawn and the company was formed in February 2011. For comments or questions, please e-mail info@LapFit.com -- we welcome the feedback.

CONTACT: Dave Francis
President/CEO
LapFit, LLC
615.400.8985
dfrancis@LapFit.com

#####

LapFit, LLC – P.O. Box 608 – Hermitage, TN 37076 – 615.400.8985