



NEWS

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LapFit Announces Debut at Toy Fair 2012

FOR IMMEDIATE RELEASE

Nashville, Tennessee (February 13, 2012) – LapFit® LLC, manufacturer and distributor of “The Eat, Work, Play Tray,” announced that the Company is making its debut at Toy Fair 2012 at the Jacob Javits Convention Center in New York. Launched just three months ago, LapFit has already experienced great sales success among kids and parents who have seen and used the product in its limited release.

“We are very excited to have the opportunity to introduce LapFit to a select group of retail buyers and children’s products media members and begin to market LapFit on a national basis,” Dave Francis, LapFit Founder and CEO said. “LapFit represents a unique, simple and elegant solution to a problem that virtually all families face – keeping kids fed, busy and entertained in the car without spilling drinks, ketchup, food and other messy items. LapFit is revolutionizing the increasingly busy, on-the-go lives of families across the country.”

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 nearly all cars and SUVs. 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 select retailers and online at www.LapFit.com.

About LapFit, LLC

LapFit was founded by a regular 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.

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