



NEWS

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LapFit Announces Product Launch and E-Commerce/Website

FOR IMMEDIATE RELEASE

Nashville, Tennessee (November 14, 2011) – LapFit® announced today the launch of the Company's new product line which promises to revolutionize the drive-thru meal experience and clean up the back seat of parents' cars across the country. In conjunction with the launch of LapFit, the Company's website, www.LapFit.com, has launched, as well.

The LapFit family of lap trays takes the mess and hassle of feeding kids in the car and turns it into a clean, easy and fun experience. And, when the EasyFit™ desktop is placed on top of LapFit, the tray becomes a desk for kids to do homework, draw or play on while traveling.



LapFit Toddler™ Tray

The LapFit family of products is based on a unique design that specifically addresses the needs of parents and kids riding in cars – 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!

And, just as important for parents, LapFit cleans up easily by hand washing or by simply placing LapFit into the top rack of any standard dishwasher. No mess, no fuss!

The Company's first two products being introduced today include:

- **LapFit Toddler™** -- specifically designed for kids big enough to be out of a baby seat but still in a car toddler or booster seat, LapFit Toddler has special cut-outs on each side to keep the tray from hitting the car seat's arm rests.
- **LapFit Junior™** -- a little bigger than the toddler tray, LapFit Junior is built specifically for the elementary school or middle school child who needs to eat, work and play while the family is on the go.

Available today in three colors (red, pink and blue) and soon to be introduced in larger sizes for tweens, teens and the kid inside of every adult, LapFit promises to change the busy lives of parents and kids across the country.

LapFit - The Eat, Work, Play Tray™! Available now at select retailers and online at www.LapFit.com.

About LapFit, LLC

LapFit was founded by Dave Francis, a Nashville-area dad who, after a 15-year career in the finance business, 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 – Dave searched high and low for a solution to his kids' eat, work and play needs while in the car. Finding none, he drew the first design for LapFit and a company was born! Dave hopes that you and your kids find LapFit as easy and fun to use as his family has. If you have any comments or questions, e-mail us at dave@LapFit.com -- we welcome the feedback.

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