

The Baby CD now offers mom coupons through Coupons, Inc.

- **The Baby CD signs agreement with Coupons, Inc. to provide coupons**
- **Moms will get access to savings through education medium**
- **The Baby CD is free from doctors nationwide**

Barrington, Illinois – January 5, 2010 A Chicago company that has been revolutionizing the way expectant moms receive pregnancy and other related education, has joined up with Coupons, Inc. to include money-saving coupons and recipes on The Baby CD. Coupons, Inc. provides consumer-printed coupons that can be used for traditional in-store redemption. A network of hundreds of consumer websites, consumer packaged good manufacturers, and pharmaceutical suppliers distribute offers via Coupons, Inc.'s distribution network and Digital FSI platform. Coupons, Inc. represents the most flexible, effective, fraud-resistant, print-from-the-web coupon solution available in the marketplace, and the most popular alternative to traditional couponing. Now, new moms that are being educated from The Baby CD about their pregnancy and baby will realize savings on the Shopping tab contained within The Baby CD.

The Baby CD has been providing moms with free CDs through doctor's offices since 2006 with over 300,000 users nationwide. The Baby CD is a doctor approved interactive education to moms given to them by their obstetrician at first visit, and moms no longer have to fuss with eco-unfriendly bags with confusing printed information.

Coupons, Inc. will be providing recipes to compliment the offerings on the CD. New moms are always looking for new ways to save money and prepare quick, easy and nutritional meals. "Having an all-in-one resource as a new mom is great. I look forward to using the coupons" says Julie Miles—a new mom in Chicago.

Doctors recommend The Baby CD and The Joy of Pregnancy for new moms. The Baby CD is the largest provider of information to new moms through their healthcare provider. "We created the Baby CD[®]; to educate expectant moms about the pregnancy experience because of the misinformation that is so readily available all over the Internet," said Tim Kelley, CEO and founder of The Baby CD. "All of the free information that the mom-to-be receives is doctor approved and in the interactive format she has become accustomed to in the 21st century." "Adding these resources to help out is just a way of expressing our appreciation of new moms in these money-conscious times."

The early roots of The Baby CD[®] are grounded in founder Tim Kelley's years of experience in digital radiology, where he was involved in recording the digital images from equipment such as CT and MRI scanners, digital x-ray and ultrasound onto CDs for patients and physicians. This industry developed quickly as the efficiencies and ease of communication of digital images for diagnostic and other purposes became apparent. More and more hospitals were requesting additional information be placed on the CDs for patient resources.

The Baby CD[®] serves the healthcare community by delivering the best source of interactive pregnancy education to moms through their obstetrician, who in turns benefits from process and

image enhancements with no change in practice. Practices covering over one million moms (25% of annual US births) have signed up for the Baby CD®.

