

Press Release Summary: The Baby CD, the country's leading choice of patient education for expecting parents has added two major sponsors.

Press Release Body: **The Baby CD announces the launch of two more major sponsorships from P&G and Sanofi Pasteur.**

(Barrington, IL October 26, 2009) To date, over 300,000 new moms have received The Baby CD directly from their obstetrician. The Baby CD, which is provided for free to patients, is supported by corporate sponsorships. Other companies supporting education of new moms through The Baby CD include Safeway, Fisher-Price, Welch's, Leapfrog, Stem Cyte, and Abbott for Similac.

*"We have been looking for the right way to access moms when they make decisions about how they will care for a newborn," said **Kenneth J. Giacini, CEO of Stem Cyte.** "The Baby CD gives us access to a doctor approved medium that will impact each mom with our powerful message when they are making the critical decision about cord blood."*

P&G have made the decision to brand **Pampers** as the diaper educator to new moms. **Sanofi Pasteur** will be educating moms about **Pertussis**, better known as whooping cough, to new moms.

Mid size companies such as Retract-A-Gate, HuggaBebe, and Brainy Baby see The Baby CD as a perfect venue to 'reach and teach' their target audience of the median 27 year old new mom.

"It's exciting to see companies of this stature recognizing the need to educate young new moms and utilizing a doctor to patient tool like The Baby CD as a method of reaching these new moms ." said **Tim Kelley, President and CEO of The Baby CD.**

The Baby CD is expected to reach 1,000,000 new moms in 2010. This contextual type of sponsorship is what marketing experts have been touting for interactive advertising. New moms are overwhelmed with product information and trust the information from their doctor the most. The Baby CD provides clear and concise medical information through text, video, charts, and graphs, while the advertisers enjoy product exclusivity to teach moms about their products. It's a win-win-win business model for doctors, moms, and advertisers.

Web Site: <http://www.TheBabyCD.com>

<http://www.GetMoms.com>

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