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 October 10, 2005

Walk-O-Long Debuts to Solve Problem of Lost Children in Holiday Malls

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LOS ANGELES, Oct. 10 /PRNewswire/ -- Stressed moms rushing in malls with kids in tow can relax with the debut of the Walk-O-Long. The new, plush stability learning device, originally developed to help teach kids to balance while learning to walk, eliminates the stress of chasing, reprimanding, or losing a child while navigating crowded shopping environments.

The u-shaped plush roll that fits around a toddler's chest, under the arms, fastens with a snap buckle at the back and features handles at the ends just large enough for an adult hand, allows shopping parents to safely and effectively monitor and control a child up to 10-years-old. The Walk-O-Long is available online at www.thewalkolong.com (\$24.95).

"The first time my wife and I took our daughter out to the 2005 Yeah Baby Family Expo at the Anaheim Convention Center with the Walk-O-Long prototype on," says Walk-O-Long creator Jeff Zinger, "we were actually asked to leave because parents were mobbing us wanting to know where to purchase the product. I think Santa will want to get in on this gig."

Zinger developed the Walk-O-Long after back surgery made caring for his 10-month-old daughter impossible as she learned to walk. It allowed him to easily lift his daughter, help her navigate stairs; take her first ride down a slide and have the confidence to ice skate at a younger age than her contemporaries.

The Walk-O-Long has been endorsed by orthopedic surgeons, chiropractors, physical therapists and delivery nurses. It comes in pink and blue Hawaiian print and solid pink and solid blue polyester micro suede and zebra and cheetah faux fur and is washable.

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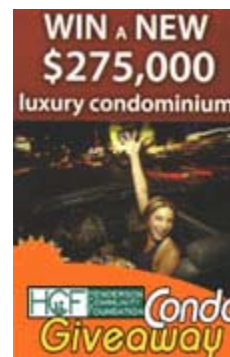


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