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Press Release

Source: Zingerz, Inc.

Secret to Teaching Children's Balance, 'Walk-O-Long,' Debuts at ABC Kids Expo September 9-12, 2005

Thursday September 8, 5:20 am ET

Southern California Father Stumbles Upon and Perfects Harness Technology

LOS ANGELES, Sept. 8 /PRNewswire/ -- The excruciating pain of back surgery laid the pipe for Southern California former plumber, Jeff Zinger, to develop the Walk-O-Long (www.thewalkolong.com) as a tool to safely lift, hold, balance and provide self confidence to his 10-month old daughter as she learned to walk. Four months later, Zinger produced a 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. The simple, yet innovative invention, endorsed by *orthopedic surgeons, chiropractors, physical therapists and delivery nurses (*see list of non-paid physicians online at www.thewalkolong.com), allowed Zinger 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, which comes in pink and blue Hawaiian print and solid pink and solid blue polyester micro suede and zebra and cheetah faux fur is washable, retails for \$24.95. The WALK-O-LONG is available at www.thewalkolong.com for \$27.95. The Walk-O-Long will debut at that ABC Children's Expo in Las Vegas September 9-12, 2005 at booth number 2138.

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"The first time my wife and I took our little daughter out to the 2005 Yeah Baby Family Expo at the Anaheim Convention Center with the Walk-O-Long prototype on, we were actually asked to leave because parents were mobbing us wanting to know where to purchase the product. I suppose our product was getting more attention than the exhibitors!" the entrepreneur laughs.

The WALK-O-LONG recently caught the eye of child disability educators at The University of California, Irvine, Children's Hospital of Orange County (CHOC), The Foundation for the Junior Blind of America and parents of children with cerebral palsy.

In addition, The Walk-O-Long prevents "nursemaid's elbow" dislocations that occur when an adult mistakenly pulls a child's arm, swings a child by its arms or a child jerks away from its caregiver.

The WALK-O-LONG, developed by Jeff Zinger and distributed by CaddyO Products in Irvine, California, is an Intertek Lab-tested and physician-approved multi-purposed balance device for toddlers to ten year olds. The Walk-O-Long can be used for teaching a child to walk, ice or roller-skate, navigate stairs, rehabilitation or bring a child to the water's edge to feed the ducks without fear. The WALK-O-LONG is also used with special needs children who require extra help in acquiring physical movement skills. It helps to prevent back injuries and strains for grandparents, caregivers, parents and rehabilitation specialists. In short, the WALK-O-LONG was developed to prevent the bumps, bruises and tears that come with growing up. The Walk-O-Long is available at children's retailers throughout the nation and at www.thewalkolong.com.

Source: Zingerz, Inc.

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