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## COMPANY PROFILE

Miles of smiles are always possible when Star Kids Products is involved because the company's two premier products focus on happy trails when it comes to traveling and entertaining baby.

Almost every parent has been there – Startled by your child's seemingly unending, ear-piercing wail from the backseat when he/she drops his favorite toy out of the reach of the confinement in his car seat, or the penetrating sound of foods and fluids splashing on your upholstery and carpet, while you navigate traffic.

Alyson Probst founded Star Kids Products, with a determination to solve common parenting problems. In the company's first endeavor, the Snack & Play Travel Tray was born. Probst earned the Whirlpool Products' Mom Inventor of the Year award for her design and The Snack & Play Travel Tray has quickly become the company's best-selling, parent praised product.

The Snack & Play is a lightweight, portable product for children that has a universal fit for use with any child seat, car seat, booster or stroller. The Snack & Play provides a flat, bordered surface that is hard enough for coloring and rolling cars, and soft enough to be safe and comfortable for the child. It comes complete with attached mesh, elastic side pockets for additional snacks and toys to be stored within easy reach for the child.

The on-going success of the Snack & Play led to the development of Star Kids' latest product, The AirPlay™, a play center sleeve for infants and toddlers that conveniently slides over any airplane seat tray table. Star Kids was approached by AirPlay concept creators and sisters, Jennifer Gilbert and Suzie Whitson, to bring the product through manufacturing, testing and into the marketplace. Together, under the Star Kids Products banner, the women have just released the AirPlay for national availability.

A perfect complement to the Snack & Play, the AirPlay is an all-inclusive, double-sided, self-contained activity center that fits snugly over most airline tray tables. It has different features on each side so that a child can play whether the tray is down or stowed in its upright and locked position. The brightly colored, wipe-off poly-cotton tray cover is full of exciting and educational activities for babies.

Providing happy trails for families by land, sea and air, Star Kids Products, headquartered in Denver, Colorado, constantly seeks to develop innovative products that solve common problem. More information is available at [www.starkidsproducts.com](http://www.starkidsproducts.com)

For Product Sales, Contact:

Alyson Probst – Star Kids Products – T: 303-887-9019 or E-Mail: [alyson@starkidsproducts.com](mailto:alyson@starkidsproducts.com)