

Press Release

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AWARD WINNING WEBSITE BABY'S DREAM

COLUMBUS, GA – Baby's Dream Furniture is a distinguished iParenting Media Award Winner for their online website (www.babysdream.com). The website was recognized by iParenting Media for its functionality, ease of use, and consumer tools. "The site was arranged beautifully and was pleasing to the eye," said website reviewer.

One recent addition to the website has been a Product Demonstration titled "*Watch & Learn About a Convertible Nursery.*" This graphically created video demonstrates to consumers how BDF nurseries last a lifetime in four chapters:

1. How a convertible crib works
2. Benefits of the Drop-Gate (patented BDF design)
3. Functional add-on pieces
4. Built to last (explains craftsmanship, sustainable forests, etc)

One viewer noted, "It showed many of the added features (ex .toy box with safety hinge, nightstand with pullout shelf) that I may not have noticed before. "

Another highly used function on babysdream.com is the *Virtual Nursery Planner*. This tool allows consumers to have fun while planning the layout of their nursery. The easy to use tool allows users to add where their windows and doors are and then play around with the placement of the furniture by dragging and dropping pieces. With the

click of a button their ideal layout can be printed and brought into stores to help with shopping.

Check out this Award Winning website for more of Baby's Dream continuing efforts to enhance the consumer's nursery shopping experience.

About Baby's Dream Furniture, Inc.

Baby's Dream Furniture, Inc. is committed to providing safety, quality, design, and value to its customers. Baby's Dream continually researches the needs and desires of new parents. Armed with this research, Baby's Dream strives to develop and enhance products to fit their customers' needs. Baby's Dream is rated as a top manufacturer by Baby Bargains books as well as leading Consumer Report publications. For more information about Baby's Dream Furniture, Inc. visit www.babysdream.com.