

FOR IMMEDIATE RELEASE

Inventive Parent to Offer Free Delivery to Seacoast

White Van to Be Seen Dashing To and From Houses Throughout the Region

February 1, 2005, Hampton, NH - Starting today, Seacoast residents can look forward to free delivery for something other than pizza. Some may say that customer service is gone for good, but like doctors making house calls, Inventive Parent (www.inventiveparent.com), a premiere online parenting resource and a provider of real solutions to everyday parenting challenges, will be offering free delivery within the Seacoast region. Ideal for last minute gifts, when you don't want to brave the weather or the food court with your kids, or anytime that calls for urgently needed products, orders will be delivered within two business days however, in most cases the Inventive Parent van will be seen arriving the very next day.

What started with the invention of the Original Car Seat Cozy attachable fleece blanket in 1998, Inventive Parent is now the provider of hard-to-find items invented by real moms and dads to solve practical parenting challenges. They carry over 150 products for maternity, newborn through pre-teen. From safe essentials to gifts to educational and entertaining toys, products include the Snuggle Nest newborn bed, Halo SleepSack wearable blanket for babies, BearView Infant Mirror for keeping an eye on baby while driving, Snack-Trap, LilPal Pack animal-shaped fleece backpack, Big Belly Banks and more. Also available is everything from the Big V Maternity Pillow to Wildlife Tire Swings.

"Being a Mom, I understand that it can be difficult to run out on a moments notice," said Sharon Mullen, Founder, President & CEO of Inventive Parent. "Although we have customers all over the world, we have received great local support and want to continue to provide excellent service to our local customers. We have been known to rush out with Preggie Pops to ease morning sickness and Baby B'Air in-flight safety vests for last-minute travel."

Free local delivery of in-stock items is available to Seacoast New Hampshire communities on orders over \$25 and is available to the towns of Dover, Exeter, Hampton, Hampton Falls, New Castle, North Hampton, Portsmouth, Rye, Seabrook and Stratham. Orders can be placed securely online at www.InventiveParent.com and select the Free Local Delivery under shipping options. Orders may also be faxed to 603-849-6400, or called in to 866-372-8954 or 603-926-9272.

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About Inventive Parent

Founded in 2000 and headquartered in Hampton, NH, Inventive Parent provides parent-invented products along with information that parents need in a convenient, online environment. Customer Service is of utmost priority and Inventive Parent has thousands of satisfied customers throughout the world. In addition to being the recipient of the Balance Oasis Extraordinary Entrepreneurial Woman Grant, Inventive Parent has won numerous awards. Products are donated to KIDS (Kids in Distressed Situations) annually and they have donated thousands of dollars of products to various PBS auctions across the country. For more information, visit www.inventiveparent.com.

