



Your pregnancy, parenting and family planning community and resource

Named the 9th Fastest Growing Private Company in the *Boston Business Journal's* Annual "Area's 50 Fastest Growing Private Companies" Issue.

FOR IMMEDIATE RELEASE: BabyZone.com Enhances Its Design to Greatly Improve Usability for Readers

Boston, MA – MARCH 28, 2005 – BabyZone.com today announced a major upgrade of its look-and-feel. In response to readers' needs, this website redesign now makes it easier for parents to find the comprehensive information that BabyZone.com already provides.

New enhancements to the national site, BabyZone.com, make favorite features easier to access from the Home Page. Readers can immediately select from their customized My BabyZone, or find a region where they live or will visit from over 50 regional sites across the US and Canada. They can also more easily find health and medical topics and local resources of events.

Links to categories and topics are in a more directory-like structure. Now readers can link directly to topics by the age of their children from infant to school age. Subtopics under these age categories are also immediately accessible, ranging from appropriate games and activities for infants to concerns about drugs and smoking among school age children. Also, the advice of dozens of international expert contributors is available.

From our readers:

"I just wanted to thank you. My husband and I conceived our wonderful son, Michael, using my fertility calendar on this website. Someone I know just lost her baby and it really made me take a good look at how lucky I am that I had a perfect baby. Michael is almost 19 months old now. I had tried for a long time to get pregnant and nothing happened until I used this site. Thanks again!" -- Melissa Hearld

"BabyZone's writers seem to come from all sorts of professional fields, which contributes to the site's in-depth, comprehensive coverage. How do you do it?" -- Aaron

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