

A SUCCESSFUL DELIVERY

BopStarBaby Celebrates First Birthday with Expanded Agenda for 2007

January 02 2007; Nashville, TN-- Nearing its first anniversary, BopStarBaby is looking forward to expanding its service to celebrity parents of newborns even as it looks back on a solid launch year that began in March 2006 on a most serendipitous note. In fact, so enthusiastic has been the response to BopStarBaby's baskets of unique, top-rank baby goodies that the company is starting 2007 in a new, larger location designed to accommodate its rapidly growing business. Goodbye, New York City; hello, Nashville, Tennessee.

"I will always love New York City and all it offers," says company founder/president MaryLenore Arsenault, who for twenty years has been a leading family entertainment publicist via her BopStar-PR public relations company, "but BopStarBaby was growing so rapidly that it was taking up most of the square footage of a spacious apartment on Manhattan's Upper West Side. After talking to friends, I looked around in Nashville, and found everything I need to grow the business—a metropolitan community with many of the conveniences of New York City, a city eager to welcome and support new businesses, and a robust housing market that offered me a multitude of spacious options. So here I am in the Green Hills neighborhood now, with an entire floor of my new townhouse devoted to BopStarBaby, and a well planned agenda for the coming year."

The aforementioned agenda is succinctly summarized thusly:

1. To maintain/increase the quality and selection of baby products for inclusion in the celebrity baskets;
2. To aggressively promote & publicize BopStarBaby clients;
3. To promote and publicize BopStarBaby baskets with contests and giveaways both nationally and locally;
4. To explore the "greening" of the baby's physical environment
5. And of course, to have other baby product manufacturers fall in love with these beautiful baskets and clamor to be clients!

"When looking for potential clients, I was very, very specific about the companies I approached to participate," Arsenault explains. "I wanted to make sure everything in the baskets would complement each other in design, colors, themes and, most important, quality. In every key product category, I limited my list to a maximum of three potential participants. I was very fortunate these firms recognized the potential for these baskets and came on board."

Indeed. Given the unlikely birth of BopStarBaby, the company's progress in its first nine months has been impressive, to say the least. The signal event in its founding was unremarkable on the surface—while browsing through *OK Magazine* at the Equinox health club in New York City, Arsenault was struck by the number of stories and blurbs devoted to celebrities and their new families. Shortly afterwards, while lunching with Michelle Henderson, Managing Director of long-term BopStar-PR client The Children's Group (best known for its multiple award winning Classical Kids series of CDs, DVDs, books and stage shows, and *The Mozart Effect*), who was in town to promote her company's wares at the annual Toy Fair

Convention, Arsenault first articulated the concept of a a company devoted to sending out to celebrity parents of newborns a complimentary basket stuffed with only the best premium baby products. Not only did Ms. Henderson enthusiastically endorse the idea, she verbally committed *The Mozart Effect for Babies* as the first BopStarBaby client.

From that modest beginning, Arsenault has assembled a formidable client roster that includes, as exclusive participants (that is, the company's product is the only one of its kind in the baskets): BabyLegs (specialty apparel), BebaBean (Changing Table/Nursery), Brainy Baby (DVDs), Elegant Baby (Keepsakes), Miracle Blanket (swaddling blanket), Motherlove Herbal Company (personal care), New Native (baby carrier), Mother of Eden/Fuzzi Bunz (reusable diapers), Mozart Effect for Babies (CDs), No Slippy Hair Clippy, Patricia Ann Designs (blankets/burp cloths/travel silkies), Sandbox Couture (Designer Online Boutique), SkipHop (diaper bags).

BopStarBaby made its national debut with a giveaway in the *US Weekly* this past September. On a local level, over the years BopStar-PR (BopStarBaby's parent company) has developed a long, productive relationship with various regional parenting publications across the country. In August of 2006, BopStar debuted its first regional Baby Basket promotion and Giveaway with *Staten Island Parent Magazine*, in a contest of three months' duration. Arsenault is currently working with additional magazines across the country to implement these BopStarBaby promotions to run in conjunction with their annual Baby supplements.

And the recipients of the inaugural BopStarBaby baskets? Well, 2006 being a banner year for celebrity parents, it's hardly surprising that the U.S. Mail brought BopStarBaby goodies to a Who's Who of prominent names in the worlds of movies, music, fashion, sports and television. Among these were: Angelina Jolie/Brad Pitt, Katie Holmes/Tom Cruise, Russell Crowe, Brooke Shields, Donald Trump, Kobe Bryant, Olympians Bart Conner/Nadia Comaneci, Gwyneth Paltrow, Gwen Stefani, Heidi Klumm/Seal, Rachel Weisz, Mariska Hargitay, Jack Black, and Larry the Cable Guy (**Dan Whitney**, whose wife, **Cara**, sent a personal note to Ms. Arsenault hailing the Miracle Blanket as "a life saving product" and joking—maybe—that her husband's IQ had risen by six points since *he* started watching the Brainy Baby DVDs! Git 'er done!).

Cara Whitney wasn't alone in singing the praises of the BopStarBaby basket of goodies. The first response ever came in a gracious letter from acclaimed actress **Angela Bassett**, who wrote: "*What a thoughtful, useful array of items. A brilliant selection and smartly packaged. Much appreciation for your kindness and generosity. How excited I became seeing the pretty hair ornaments. I had been searching out many for a year old child unless they are made of elastic and guess what – there's not enough hair for that just yet. So, really. THANKS.*" Ms. Bassett also singled out the "Mozart Effect for Babies" CD, nothing that she was downloading tracks into an iPod, "*because if Mozart makes them smarter, then Mozart it shall be!*"

Other celebrity thank-yous:

Actress **Amy Acker**, "*Everything is awesome. I especially love the baby legs legwarmers.*"

Natalie & Taylor Hanson: "*I especially like the New Native carrier. River is so content in there!*"

Brooke Shields on Patricia Ann Designs' blankets: "*Rowan & I remain fans and you can add Grier to that same list.*"

Young country superstar **Josh Turner**: "*We especially like the Mozart CDs and bib changing Pad (Funkie Baby) and carrier (New Native).*"

Thanks you notes were also sent by *The Daily Show's* **Rob and Sandra Corddry** (who singled out for praise the New Native & Miracle Blanket); L.A. Lakers' superstar **Kobe Bryant**; actor **Jon Favreau** (who, true to *Swingers* form, remarked, "Thank you so much for the generous and eclectic selection of baby stuff..."); **Danielle & Russell Crowe**; *Rolling Stone* magazine founder/publisher/editor **Jann Wenner**; **Mark-Paul & Lisa Gosselaar**; The Food Network's **Jamie & Brooke Dean** (who extolled the virtues of the Miracle Blanket, Elegant Baby's Baby Medical Kit and Patricia Ann Design's "beautiful" stroller blankets); and a personal thank you call to Arsenault from Olympian **Bart Conner** (husband of Olympic superstar **Nadia Comanci**).

Several baby basket recipients were seen about town with BopStarBaby product gifts, including: **Brooke Shields** with her New Native Baby carrier, photographed in the *New York Post*; **Rachel Weisz** holding son Henry in his Miracle Blanket was seen in numerous publications, including *US Weekly*, the *New York Post* and more.

After receiving her basket, **Sharon Stone** contacted New Native to order additional baby carriers in navy, black and khaki.

As an addition service, BopStarBaby sends Big Sister and Big Brother gift baskets to siblings (up to five years of age) of celebrity newborns. Some of these press sightings in 2006 included:

*No Slippy Hair Clippy on **Christy Turlington's** daughter Grace (*People Magazine*); **Mira Sorvino's** big sister Mattea Angel sporting BabyLegs turquoise stripe; Devyn pink flower clip was spotted on Rowan, **Brooke Shields's** first child in October on "Access Hollywood" (prominently displayed, and seen several times). In personal notes to BopStarBaby, **Mark-Paul & Lisa Gosselaar** and **Amy Acker** were especially enthusiastic in praising the Brainy Baby DVDs that were sent in the Big Brother baskets to their older children.

And to date, Sandbox Couture Online Boutique gift certificates have been redeemed by actor **Edward Furlong**, singer **Taylor Hanson**, Rolling Stone/Wenner Media publishing giant **Jann Wenner** and MTV's **Bill Bellamy**.

Which brings us to 2007, and big plans for an ascending business. Says Arsenault: "I'm ready to increase the profile of BopStarBaby with basket giveaways in my favorite magazines now, running the gamut on a national level from parenting to celebrity to pregnancy to entertainment. For me, it's a new year in a new town, and a golden opportunity to build on our first year's success and take BopStarBaby's services to a new level. Celebrities seem to be in a baby boom mode these days, so we're going to see what more we can do to make their newborns' environment at once more secure and more stimulating."

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www.BopStarBaby.com

Media Inquires:

MaryLenore Arsenault, **BopStar-PR Inc.** 615-460-7485, BopStarBaby@BopStar-PR.com;
NEW Address (01/02/2007). 421 Summit Ridge Place, Nashville, TN 37215



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