

fact sheet



BabyBriefcase™ is a baby paperwork organizer that organizes baby's vital documents in *one* place. Whether it's for a baby shower or a gesture of respect for a valued employee going on maternity leave, BabyBriefcase™ makes a cute and practical gift for a new parent.

Baby's Administrivia: What's in the BabyBriefcase™

- 15 durable, frosted plastic folders in mint green, periwinkle, and peach
 - 6 pre-labeled with common essential categories:
Birth Certificate & Social Security Card; Insurance Paperwork; Immunizations & Vaccinations; Thank You Note Tracker & Gift Registry; Child Care Search; Pediatrician Visits & Healthcare Receipts.
 - 9 blank folder for parents to customize
 - Each folder tab has a friendly stork.
- Over 20 researched folder categories
- Thank You Note Tracker and Thank You Note Tips
- 2 Baby Wallet Info Cards
- Framed, photo pocket
- Convenient pen slot
- Frosted white plastic case

Suggested Retail Price: \$29.95

National Retail Availability: August 1, 2004

Where Available:

For retail locations, advance ordering, or to buy online, visit www.babybriefcase.com or call 1.888.584.2337.

Contact Information:

Tamar Shay at 1.617.325.7327 (direct) or via e-mail at tamar@organizedfromthestart.com.

About Organized From The Start, Inc.

Joyous occasions and life events generate beautiful memories ... and stacks of paperwork. Organized From The Start believes that it's possible to be organized and have a sense of humor. Accordingly, all Organized From The Start products are based on rigorous research and carry a signature cartoon logo.

Patent and Copyright Information

BabyBriefcase™ is a trademark of Organized From The Start, Inc. The functional and utilitarian aspects of the BabyBriefcase™ system are the subject of a pending U.S. utility patent application.