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## Which weighs more – the baby or the paperwork?

Roslindale, MA, July 1, 2004 – Organized From The Start, Inc. announces the national retail launch of **BabyBriefcase™**. **BabyBriefcase™** is a baby paperwork organizer that organizes baby's vital documents in *one* place.

### Out of the Chaos of New Motherhood: The Birth of BabyBriefcase™

"When the paperwork weighed more than my newborn daughter, I invented **BabyBriefcase™**," said Tamar Shay, Founder & President of Organized From The Start, Inc. and inventor of **BabyBriefcase™**. As an expectant mother, Shay never realized just how much paperwork her new baby would bring. Birth certificate, discharge papers, immunizations and vaccinations, social-security card, gift cards, thank-you notes: the towering pile kept growing.

"As a new parent, you come home from the hospital laden with paper. And, all the vital documents get squashed in with the unimportant ones," Shay said. "I received other baby gifts such as photo albums and memory books. While these products are terrific to protect cherished mementoes, they don't organize critical documents in a practical way."

**BabyBriefcase™** started out as a practical baby gift for Shay's friends who were about to give birth. "After I made five sets in one month on the dining room table, I realized that I had a product that could benefit many other Moms and Dads."

In August 2003, Shay founded Organized From The Start, Inc. Friends and family helped her assemble hundreds of **BabyBriefcase™** in the garage, that she test-marketed with local Boston baby boutiques and gift stores. They quickly sold out.

Today, Organized From The Start, Inc. launches the national roll-out of the new, professionally manufactured edition of **BabyBriefcase™** which will be available for purchase on August 1, 2004 and is currently available for advance ordering.

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

The new edition of **BabyBriefcase™** results from hundreds of hours of interviews and hands-on testing by new and experienced parents. Shay has a pending utility patent.

### BabyBriefcase™ contains:

- 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 folders for parents to customize
  - Each folder tab has a friendly stork.
- Over 20 suggested folder categories
- Thank You Note Tracker
- Thank You Note Tips
- 2 Baby Wallet Info Cards
- Framed, photo pocket
- Convenient pen slot
- Frosted white plastic case

**BabyBriefcase™** has rounded contours, a frosted white plastic case, an oval pen slot, and a framed photo pocket for baby's photo. With periwinkle, mint green, and peach frosted plastic folders, **BabyBriefcase™** is designed to be cute, friendly, and gender neutral. Since Shay and her husband Dr. Henri Tannas are published cartoonists, **BabyBriefcase™** features a signature cartoon logo. "The drudgery of paperwork should be lightened with a sense of humor," said Shay.

**Suggested Retail Price:** \$29.95

### Where Available

For retail locations, to pre-order, or to buy online, visit [www.babybriefcase.com](http://www.babybriefcase.com) or call 1.888.584.2337.

For more information, please contact Tamar Shay at 1.617.325.7327 (direct) or via e-mail at [tamar@organizedfromthestart.com](mailto:tamar@organizedfromthestart.com).

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### 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.

**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.

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