



FOR IMMEDIATE RELEASE

CLOUD B EARNS NPC SEAL OF APPROVAL ON NEWEST PRODUCTS

LOS ANGELES (May 2010) – Cloud B® is pleased to announce that its newest products, the Twilight Turtle & Friends™ Aroma Pillows have been selected to receive The National Parenting Center's Seal of Approval.

The Seal of Approval program is an independent testing procedure of parents, educators and panelists that identifies the finest products and services being marketed to the parent/child audience.

Released earlier this year, the Twilight Turtle & Friends Aroma Pillows unfold from toy to a pediatrician recommended sized pillow and helps lull children to sleep with a soft and relaxing scent. Cloud B's exclusive aromatherapy lavender blend scent pouch is removable and also comes with a fitted pillowcase. The pillows are available in all of Cloud B's popular characters including Twilight Turtle™, Gentle Giraffe™ and Sleep Sheep™.

The Twilight Turtle & Friends Aroma Pillows retail for \$22.95-\$24.95 each. Cloud B products can be found worldwide via major retailers, specialty boutiques and gift shops as well as online on the Cloud B store. For more information on Cloud B and to view its entire product line, please visit www.cloudb.com.

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About Cloud B

Cloud B is an award winning children's toy company and trusted name with parents worldwide for products dedicated to helping children sleep better. All products, including the popular Twilight Turtle™ and Sleep Sheep™, are developed in consultation with an advisory board of pediatricians and specialists. For more information on Cloud B and its products, please visit www.cloudb.com.

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