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Oh Plah!™'s Four Newest Accolades

**Roundhouse Design Collaborative's Oh Plah!™ Bracelet
Earns High Praise from The Toy Man Product Guide**

Deep River, CT (January 4, 2010) – Roundhouse Design Collaborative announced today that their innovative Oh Plah!™ Bracelets have earned the Seal of Approval, Award of Excellence, eChoice Award, and the eco-recognition Seal from The Toy Man Product Guide. Oh Plah!™ is an eco-friendly, stylish accessory for mom which doubles as a fun, safe teether or toy for baby or child.

To earn these awards, Oh Plah!™ Bracelets were evaluated by industry professionals and experts to ensure that they met The Toy Man's strict international product evaluation and safety standards. Earning a perfect score in cost benefit, ease of use, functionality, durability, and innovation, Oh Plah! was also chosen as a "Best of 2009" product in "The Toy Man Product Guide. As stated in the product review, "When it comes to Moms having to endure the worries and discomfort associated with their infants' teething period, Oh Plah! is the product of their dreams!"

In response to the news, President and Co-Designer Caryn Paradis said, "Accolades from the Toy Man are so gratifying since as a company, our goal is to produce well-designed, safe, developmentally appropriate, and eco-friendly options for families. Oh Plah!™ is a perfect example of that objective. We've known since day one that moms and little ones love Oh Plah! The additional recognition by the experts from The Toy Man Product Guide is further affirmation that Oh Plah! is a unique and valuable product."

French for "Here you go," Oh Plah!™ bracelets are free of paints, lead, latex, PVC, BPA and phthalates. They are made in the USA using socially responsible practices. In addition, Roundhouse Design practices a closed loop cycle with its Full Circle Recycling program: When it's time, Roundhouse will pay to have your Oh Plah!™ shipped back to have it recycled into new products.

Oh Plah!™ is available in six different colors and styles and retails for \$19.99. For more information, visit www.ohplah.com.

About ROUNDHOUSE DESIGN COLLABORATIVE: Roundhouse Design Collaborative is an open collective of professional designers who create quality and stylish products. The company's collection is thoughtfully designed to meet the needs of today's modern family, making their lives easier, more meaningful, and more fun. Both the Roundhouse Baby Carrier™, a modern, versatile baby sling, and Oh Plah!™, a fashionable bracelet for mom that doubles as a toy or teether for baby, are made in the USA utilizing socially responsible and fair trade manufacturing methods. Visit www.roundhousedc.com for more information.

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