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**Oh Plah!® Teething Cuff Eco-Approved
by The Toy Man**

**Roundhouse Design Collaborative's Oh Plah!® Teething Cuff
Earns The Toy Man eco-Recognition Seal**

Deep River, CT (February 17, 2010) – Roundhouse Design Collaborative's commitment to the environment has been reaffirmed with the selection of its Oh Plah!® Teething Cuff as a recipient of The Toy Man eco-Recognition Seal. The bracelet is an eco-friendly, stylish wrist accessory for mom which doubles as a fun, safe teether for baby.

According to The Toy Man Product Guide, the eco-Recognition Seal is given to products which provide a significant contribution to minimizing ecological impact.

In response to the news, President and Co-Designer Caryn Paradis said, "The Toy Man's selection of Oh Plah!® for this seal is especially gratifying since we considered every aspect of its design, from safety to recyclability, packaging to shipping practices, with an eye toward minimizing our impact on the planet. With Oh Plah!® Moms and caregivers can maintain their sense of style, and know that they're being good to the environment at the same time."

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 even pay to have your Oh Plah!® shipped back to have it recycled into new products.

Co-Designer Jen Pitman said, "We wanted to create a unique product that would be appealing on both mom's wrist and in baby's hands and mouth. But we also wanted it to be every bit as ecologically sound as it was fashionable and functional. Given the environmental considerations that went into the design of this product, we are thrilled to be recognized with The Toy Man's eco-seal."

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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