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**Oh Plah! Teething Bracelet to Debut Newest Colors at
ENK Children's Club in NYC**

Deep River, Conn. (July 28, 2009) – Roundhouse Design Collaborative will debut the latest color offerings of Oh Plah!™ teething bracelet at ENK Children's Club tradeshow in New York City, August 2-4, 2009. The stylish and eco-friendly bracelet that is both an accessory for mom and a teether for baby will now be available in clover green, hot pink, pearlescent white, peacock blue and pewter grey. Retail buyers and press can stop by booth no. 2406 for a preview of the Oh Plah!™ spring 2010 collection, which retails from \$19.99 to \$24.99 each.

"We understand that moms want to be fashion forward," noted co-designer Caryn Paradis. "Our new colors are based on the latest trends coming off the runway so moms can keep a sense of style and care for their child with the Oh Plah!™ bracelet."

Roundhouse Design also 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.

Named for the French term, "Here you go," Oh Plah!™ was co-designed by Caryn Paradis and Jen Pitman, who want to freshen up the teething toy offerings with a safe, stylish products. Instead of handing your baby a set of pointy metal keys or a germ-covered cell phone when they're restless or cranky, moms can give them their bracelet. All Oh Plah!™ bracelets are free of paints, lead, latex, PVC, BPA and phthalates, and are made in the USA using socially responsible practices. For more information, please visit OhPlah!™ online at www.ohplah.com.

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