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Oh Plah!™ Teething Bracelet to Launch at ENK Children's Show in NYC

Deep River, Conn. (August 3, 2008) - Roundhouse Design Collaborative, an open collective of professional designers who create inventive products, today launches its latest innovation, the Oh Plah!™ teething bracelet at the ENK Children's Club tradeshow in New York from August 3rd -5th at booth no. 3118.

Oh Plah!™ is a chic, colorful bracelet that doubles as a fashionable wrist accessory for mom to wear and as a fun and whimsical toy or teether for baby to play with. The bracelet is flexible enough to fit any mom's wrist yet durable enough to withstand a teething baby.

Named for the French term, "Here you go," Oh Plah!™ was co-designed by Caryn Paradis and Jen Pitman, who wanted to create something stylish for Mom to wear and captivating for baby to play with.

Paradis says "Every mom has experienced a melt down in a supermarket, doctor's office-pick your spot. Now, instead of handing your baby a set of pointy metal keys or a germ-covered cell phone when they're restless or cranky, you can give them an alluring Oh Plah!™ bracelet. Babies are fascinated by the colorful, flexible bracelet and moms feel better knowing the bracelet is safe for their babies to chew."

Oh Plah!™ was designed with baby's utmost safety in mind, as it is 100% free from paints, lead, latex, PVC, BPA's and phthalates and it's made in the USA using environmentally-friendly practices.

Pitman adds, "Safety is a top priority in the design of this bracelet. Since babies are going to be putting it in their mouths and chewing the Oh Plah!™ we use materials and manufacturing practices to ensure this product doesn't pose a risk related to either toxic materials or choking. We are proud to offer this fashionable yet functional product that makes a busy mom's life a little easier and helps her look and feel stylish and feminine too."

The Oh Plah!™, which retails for \$19.99-24.99 will be available in the following five chic styles starting in October 2008:

- Simplicity: A sienna colored bracelet that features an elegant daisy
- Serenity: A graceful white and pewter swirl
- Harmony: A vibrant blue bracelet that showcases birds in flight
- Energy: A vivid kiwi bracelet with a windmill design
- Unity: An elegant ochre and plum tortoiseshell swirl

For more information, please visit OhPlah!™ online at 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 manufactures three thoughtful products, (1) the Roundhouse Baby Carrier™, a modern, versatile baby sling, (2) Organic Meadow Tees, organic cotton t-shirts that showcase elegant embroidery, and (3) Oh Plah!™, a fashionable bracelet for mom that doubles as a toy or teether for baby. All Roundhouse Design Collaborative products are made in the USA utilizing environmentally responsible and fair trade manufacturing methods. Visit www.roundhousedc.com for more information.

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