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FIRST IPHONE APP FOR NYC PARENTS HITS ITUNES STORE

NEW YORK, NY - September 15, 2009 - iKidNY, the first iPhone application designed specifically for New York City parents, was released today by Kid Friendly, LLC. iKidNY is an easy-to-use, GPS-based program that allows users to find a variety of kid-friendly services and destinations whenever they want, wherever they are, in NYC. With the touch of a button, parents or caretakers who are out and about can find the closest playgrounds, kid-friendly restaurants, indoor playspaces, parks, museums, changing tables, subway stations with elevators and more. Users can search iKidNY's extensive database using the "closest to me" function or an interactive map of the five boroughs. It has everything busy parents need, whenever they need it.

"As a new mom myself, I wanted to create a tool that would make navigating New York City with kids easier," said creator Lara Serebrier Paul. "I wanted to develop an interactive guide that could be used on the go and adapt to what parents need at any given moment. It is no longer necessary to lug around guidebooks, squint to read websites on your PDA or spend hours researching multiple websites just to plan going out for the day."

iKidNY is expected to change the way parents and tourists navigate the city with kids. "It's a service you can use every day and it costs only \$2.99 - a great value. iKidNY puts a tremendous amount of information at your fingertips and makes life in the city with kids so much easier," said Chloe Hughes, Upper West Side mother of one (soon to be two).

iKidNY is available now on the iTunes store for a one-time download fee of \$2.99. For more information, or to download iKidNY, visit iTunes or go to www.ikidny.com.