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HABA'S "MY VERY FIRST GAMES" WINS ON AND OFF THE BOARD

HABA Wins The 2012 National Parenting Center Seal of Approval

Skaneateles, NY (April 27, 2012) – The goal of most games is to win. But for HABA's incredibly successful toddler game line, "My Very First Games," the goal is to help pre-schoolers to develop sensitivity and manipulative skills. Of course, like other games, the goal of entering award competitions is to win, and because of its brilliant simplicity, HABA has won the 2012 National Parenting Center Seal of Approval.

Here's what impressed the judges at The National Parenting Center's judges about HABA's new game:

***My Very First Games - Animal Upon Animal* • Ages 2 and Up • \$32.00
Winner - National Parenting Center Spring 2012 Seal of Approval**

"HABA continues to impress testers, this time with a game for very young toddlers. Its game play fosters creativity and its simplicity allows children as young as two to grasp the concept. There are wooden pieces that are well-made, sized just right for little hands, adorable, brightly painted with lead-free paint and the wood is sustainable. Wonderful for developing manual dexterity, parents were thrilled to watch the concentration on the faces of their little ones. There are three different games which serve to keep things fresh. Testers found this game to be a rare combination of wholesome, silly fun that developed kinesthetic awareness, hand-eye coordination and sensitivity training."



ABOUT THE NATIONAL PARENTING CENTER

The National Parenting Center was founded in July of 1989, with the intention of providing the most comprehensive and responsible parenting advice to parents

everywhere. The advice provided is furnished by some of the world's most respected authorities in the field of child rearing and development.

The National Parenting Center's Seal of Approval program, created in 1990 as an adjunct to TNPC's support services, identifies the finest products and services being marketed to the parent/child audience. From educational and entertainment products and equipment to travel destinations, the consumer oriented testing process solicits evaluations from parents and their children. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.

By any yardstick there is no denying that 2011 was a tumultuous year throughout the world and here at home. As it releases the final Seal of Approval report of 2011, The National Parenting Center wants to recognize the hard work and dedication it takes to persevere in a climate and times such as these. The companies and the people behind them have created products and services that really connected with its testers and are deserving of this award as well as the benefits that come with Seal.

It is the sole intention of The National Parenting Center to advise, support and guide parents with sound, responsible advice.

ABOUT HABA

HABA products can be found nationwide at over 1,000 U.S. specialty retail stores and in specialty catalogs and websites. Many of its products have been recognized with German and American awards including Parents' Choice, National Parenting Center, Creative Child, Dr. Toy and The Oppenheim Toy Portfolio. HABA received Best Toys of the Year recognition from the TODAY Show Toy Test and has been featured in national magazines such as American Baby, Baby Talk, Fit Pregnancy, Parenting, Parents and Working Mother.

For more details, visit HABA's informational website at www.HABAusa.com. Both of these award-winning products can be purchased at www.maukilo.com.

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