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## **CARES CHILD FLIGHT SAFETY DEVICE HONORED WITH PRESTIGIOUS 2008 CRYSTAL CABIN AWARD**

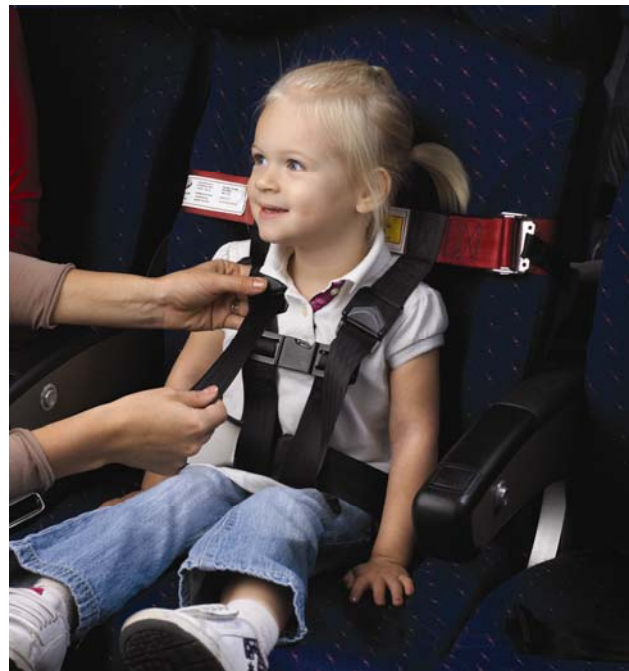
(Burlington, VT) April 3, 2008 – Kids Fly Safe, LLC, is proud to announce its child aviation restraint, known as CARES, has won a Crystal Cabin Award, announced in Hamburg, Germany, this week at the Aircraft Interiors Expo.

The company’s founder Louise Stoll noted with a grin that her product, introduced in September 2006, was honored alongside behemoth airplane maker Airbus Deutschland GmbH. CARES is manufactured by Phoenix-based Amsafe Aviation, the foremost manufacturer in the world of airplane seat belts and other safety equipment. Stoll knew that Amsafe would build her product to the highest aviation engineering standards. It was Amsafe that nominated CARES for the Crystal Cabin Award, along with entries from 10 other countries, and was named in the award.

“It’s really been an amazing 19 months,” said Stoll incredulously. “To be recognized alongside these huge companies that boast massive research and development budgets is really a mind-boggling thing.”

Especially so because by comparison, CARES has been spearheaded by Stoll, a petite grandmother of 68 years. After watching her 7-months pregnant daughter emerge from a plane juggling a toddler, a car seat and a diaper bag, Stoll explained that she thought to herself, “There has to be a better way!” With her background as Assistant Secretary in the U.S. Department of Transportation from 1993-1997, it occurred to Stoll to try to create something better.

This isn’t the first time Stoll’s head has been spinning by the company she’s found herself in. Late in 2007, she found herself in New York City being feted by Good Housekeeping magazine as one of only eight winners—and the only children’s product—of the 13<sup>th</sup> Annual Good Housekeeping Good Buy Award. In addition, she recently won a 2008 Gold National Parenting Publications Award (NAPPA), a 2007 iParenting Media Award for Excellent Products, National Parenting Center 2007 Seal of Approval, Mr. Dad Seal of Approval, the Editor’s Choice Award from the Family Review Center and The Toy Man eChoice award.



The Crystal Cabin Award recognizes innovative cabin concepts and was created last year by the Joint Initiative “Hamburg – The Place for Aviation” as an incentive for engineers and designers to raise the level of passenger comfort and to develop new, economical and eco-friendly solutions.

Award winners were chosen by a high-profile judging panel consisting of airline and aircraft manufacturer representatives, scientists and specialized journalists. The CARES won one of two Judges’ Commendation Prizes for cross-category products and concepts. The Crystal Cabin Award 2008 is sponsored by Aircraft Interiors International Magazine, Aircraft Interiors Expo, Bishop GmbH and HSH Nordbank, Channel Hamburg.

The road toward CARES traveling from concept to reality took 7 years and was a winding one. The FAA for many years has strongly urged that children who weigh between 22-44 lbs. and are in their own seats be restrained by car seats approved for use in airplanes.

But car seats are not only unwieldy to schlep through airports. They are not made to fit into airplanes so they often are gate-checked, leaving the child with only an inadequate lap belt for protection. CARES offers a sensible solution to traveling safe with kids. Stoll’s brilliant invention is the height of simplicity. It is a belt and buckle device specifically designed for aviation use. It weighs one pound and fits into a 6” stuff sack—eminently portable, simple to install, adjustable to virtually any size airplane seat, and usable in any seat in an airplane row in which children are permitted.

CARES is approved by the FAA and is patented. The FAA has determined that CARES greatly improves safety for young children over the airplane lap belt alone, and provides a level of safety equal to car seats. Installation is simple and takes less than a minute to learn how it’s done. So it’s not surprising that the product has been lauded by consumers, media and award programs, including the Crystal Cabin Award for helping make the lives of children who travel on planes safer and easier, as well as giving parents the peace of mind of knowing their children will be able to have the safety they need.

### **ABOUT CARES**

CARES retails for \$74.95 and is certified for all phases of flight – taxiing, take off, turbulence and landing. CARES is manufactured exclusively by AmSafe, the foremost manufacturer of aviation seatbelts and pilot restraints in the world. (Turn over your airplane seat belt buckle. Chances are it says AmSafe.) To help parents become comfortable with CARES, each unit comes with an instructional video and card in an easy-to-handle carrying case. For more information, visit our website at [www.ActiveForever.com](http://www.ActiveForever.com).

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