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Two Nanny Agencies to Adopt Groundbreaking Software to Utilize in Child Care

Nannies will use Baby Insights, a superior alternative to pen and paper, and Baby Say Cheese, an online first year baby album, to help parents create a complete picture of how their little ones are developing

AUSTIN, TEXAS – October 15, 2007 – Babble Soft, dedicated to creating Web and mobile software applications that help make the transition into parenthood a little easier, became a software provider for Austin-based nanny agencies **Mom's Best Friend** and **Nannies from the Heart** in agreements finalized last week. The agreement will enable nannies with the two agencies to use Baby Insights and Baby Say Cheese to help in their infant care duties.

Baby Insights can help ease the mind of a new parent leaving their baby in the care of a nanny. Baby Insight's easy navigation and ability to record valuable baby care information makes it ideal for both nannies and parents. Accessible through a Web browser and on Windows-based mobile devices and Smartphones, Baby Insights assists parents and child care providers in maintaining important and often critical information, thereby helping them make better-informed decisions about baby care.

Baby Say Cheese is an online photo album with milestones and a family tree. Parents or nannies can upload precious milestone pictures such as 'first crawl, first smile, and first word' and create the first year baby album that many parents long to do but don't have the time to do.

"It's great to be supporting a mom-owned business like Babble Soft, and they've come up with another great way for communicating with nannies," said Rebecca D'Amico, owner of Nannies from the Heart. "In a wired town like Austin, there's going to be a lot of parents who will find it easy to jump online throughout the day and jot down notes and instructions for nannies. And it's pretty cool to have an ongoing record of important milestones, medical conditions and everyday tidbits of what's happening with your baby that you can access from anywhere. It's essentially a journal of your baby's life that nannies can add to."

"We are pleased to be partnering with Babble Soft to provide not only Baby Insights, but also access to Baby Say Cheese to our clients in all five of our Texas markets," said Kathy Dupuy, owner and founder of Mom's Best Friend. "Our clients' schedules are often so demanding that they don't have time to upload their baby's precious moment pictures. Baby Say Cheese makes it easier for parents and nannies to create a beautiful online baby album that they can share with friends and family around the world."

"We're delighted to be partnering with Mom's Best Friend and Nannies from the Heart to give their nannies the best means possible for managing child care records and first year milestone pictures," said Aruni Gunasegaram, founder and president of Babble Soft. "Baby Insights is a superior alternative to pen and paper and will allow nannies to record child care information and

communicate with parents more effectively. Baby Say Cheese is perfect for busy parents who don't have time to organize their baby's first year album pictures. Parents and nannies will be working together to create a complete picture of how their little ones are developing!"

Babble Soft is in the process of establishing similar partnerships with nanny agencies in other markets around the world.

About Mom's Best Friend

Mom's Best Friend is Austin's most established household staffing agency. Since it was founded in 1994, Mom's Best Friend has been referring the highest quality nannies and sitters, with only 10% of applicants making it through a detailed application, an extensive in-person interview, reference checks, CPR training, a criminal background check, and more. This commitment to quality has resulted in a "Best Nanny Service" award by the Austin Family Magazine reader's poll on six separate occasions, including most recently in 2007. Placements range from temporary to permanent, with offices in five major Texas cities. Mom's Best Friend is a member of the Alliance of Premier Nanny Agencies (APNA) and the International Nanny Association (INA). For more information, visit www.momsbestfriend.com or call 512.346.2229.

About Nannies From The Heart

Nannies from the Heart (<http://www.nanniesfromtheheart.com>) is an Austin-based nanny agency, founded in 1999, and is known as "Austin's most personalized nanny agency." Nannies from the Heart has a dedicated staff of moms and former nannies that are truly experts in finding the perfect match for families and nannies.

About Babble Soft, LLC

Babble Soft creates easy-to-use web and mobile software solutions that help make the transition into parenthood a little easier. To purchase Baby Insights, Baby Say Cheese or to activate a Free Account, please visit <http://www.babblesoft.com>. The founder, Aruni Gunasegaram, blogs at <http://www.entrepMusings.com>.