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## **Babble Soft Announces the Release of Baby Say Cheese**

*Austin-based software company, geared toward parents, releases  
new baby album and family tree Web application*

**AUSTIN, TEXAS – September 18, 2007** – Babble Soft, a provider of Web and Mobile software solutions in the parenting industry, has announced the availability of its new web-based photo album and family tree application, Baby Say Cheese™.

Baby Say Cheese builds upon Babble Soft's Baby Manager Web and Mobile software application, allowing parents to create an online baby album incorporating both photos and milestones. The system allows subscribers to select milestones such as first smile, first tooth, and first steps, pairing each milestone with a picture. Users can choose to email a "precious milestone" picture postcard to friends and family. They can also include information that they keep track of in Baby Manager such as how many times baby fed that day into the caption area of the slideshow view.

"When a baby comes along, new parents love to have a picture story of all of their firsts and other meaningful events in their lives," says Babble Soft's president Aruni Gunasegaram. "Baby Say Cheese allows them to do just that. There are other sites where people can upload their entire set of digital pictures but often those places don't allow you to experience/achieve a true baby album that typically depicts first year events. Baby Say Cheese allows you to share with your friends and family the equivalent of a one year baby album as well as their family tree."

"Just imagine leafing through a baby album with captions and highlights of baby's first year," Gunasegaram adds. "That is the experience we are creating with Baby Say Cheese. Friends and family will no longer have to click through numerous, often uncaptioned, often similar pictures of baby. They can go to one place and see the pictures specially chosen to illustrate memorable events in a baby's life."

A subscription to Baby Manager is included in all subscriptions to Baby Say Cheese. Baby Manager is a new and innovative way to relieve some of the day-to-day pressures of new parenthood. Accessible through a Web browser and on Windows-based mobile devices and Smartphones, Baby Manager keeps families connected and focused on their newborn's health and well-being by helping parents maintain records of breastfeeding times, bottle feeding times and amounts, pumping times and amounts, medicine doses, and diaper changes. Users can share access to their accounts with family and friends around the world and exchange notes.

### **About Babble Soft, LLC**

Babble Soft creates brain-saving software solutions to help families stay connected and help parents ensure that new babies get what they need, thereby making the transition into parenthood a little easier. To purchase Baby Manager, Baby Say Cheese or to activate a Free Account, please visit <http://www.babblesoft.com>. Check out the Founder's blog at <http://www.entrepMusings.com>.

## Screen Shots of Baby Say Cheese:

### Album




[View Photo Albums](#)

[LOGOUT](#)

HOME
MOM
BABY
REPORTS
MY ACCOUNT
SUPPORT

**The Smith Family**



Select an Album or Tree

[Album/Tree Home](#)

[View Family Album](#)

[View Family Slide Show](#)

**Alexander**

[View Album](#)

[View Slide Show](#)

[View Family Tree](#)

Special Offers



**Babble Soft** Give the gift of Baby Manager and Baby Say Cheese to your friends who are expecting babies.

**Alexander's Album**

**Alexander Smith**  
Age today : 4 Weeks

Pictures From: June 23, 2007 to July 20, 2007 (8 photos)

June 20, 2007: 5:30 AM Weight: 7 lbs 3.8 oz Length: 19.5 inches	Hair Color: Black Eye Color: Blue Head Circumference: 22.5 cm
-----------------------------------------------------------------------	---------------------------------------------------------------------

[View Slideshow](#)  
[View Family Tree](#)



**Cuddle Time**  
07/20/07



**Teething Time**  
07/18/07



**Hi there!**  
07/17/07



**ABC and 123 blocks**  
07/16/07



**Baby's Looking Cute**  
07/16/07



**Baby's First Bath**  
07/05/07



**baby's first cell phone**  
07/01/07



**First massage**  
06/23/07

### Slideshow (all information noted below 'Age: 4weeks is optional')




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**The Smith Family**



Select an Album or Tree

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[View Family Slide Show](#)

**Alexander**

[View Album](#)

[View Slide Show](#)

[View Family Tree](#)

Special Offers



**Babble Soft** Give the gift of Baby Manager and Baby Say Cheese to your friends who are expecting babies.

**Alexander's Album**

**Alexander Smith**  
Age today : 5 Weeks

Pictures From: June 23, 2007 to July 20, 2007 (8 photos)

Born: June 20, 2007; 5:30 AM Weight: 7 lbs 3.8 oz Length: 19.5 inches	Hair Color: Black Eye Color: Blue Head Circumference: 22.5 cm
-----------------------------------------------------------------------------	---------------------------------------------------------------------

[View Family Tree](#)



**Caption: Cuddle Time**  
 Date: July 20, 2007  
 Age: 4 Weeks  
 Milestone: First smile  
 Weight: 8 lbs 5.0 oz  
 Length: 21.5 inches  
 Head Circumference: 25.5 cm  
 Bottle Fed: 3 times, 1063.81 ml  
 Diaper Changes: 1  
 Medicine Doses: 3 types, 4.50 doses

[Email this photo to a friend](#)

  
07/20/07

  
07/18/07

  
07/17/07

  
07/16/07

  
07/16/07

  
07/05/07

  
07/01/07

  
06/23/07

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**Email to a Friend** (all information noted below 'Age: 4 weeks' is optional)

A Picture Postcard from Elizabeth Smith - Message (HTML)

From: sales@babblesoft.com Sent: Mon 7/30/2007 10:50 AM  
 To: aruni@babblesoft.com  
 Cc:  
 Subject: A Picture Postcard from Elizabeth Smith

I thought you might like to see this picture!

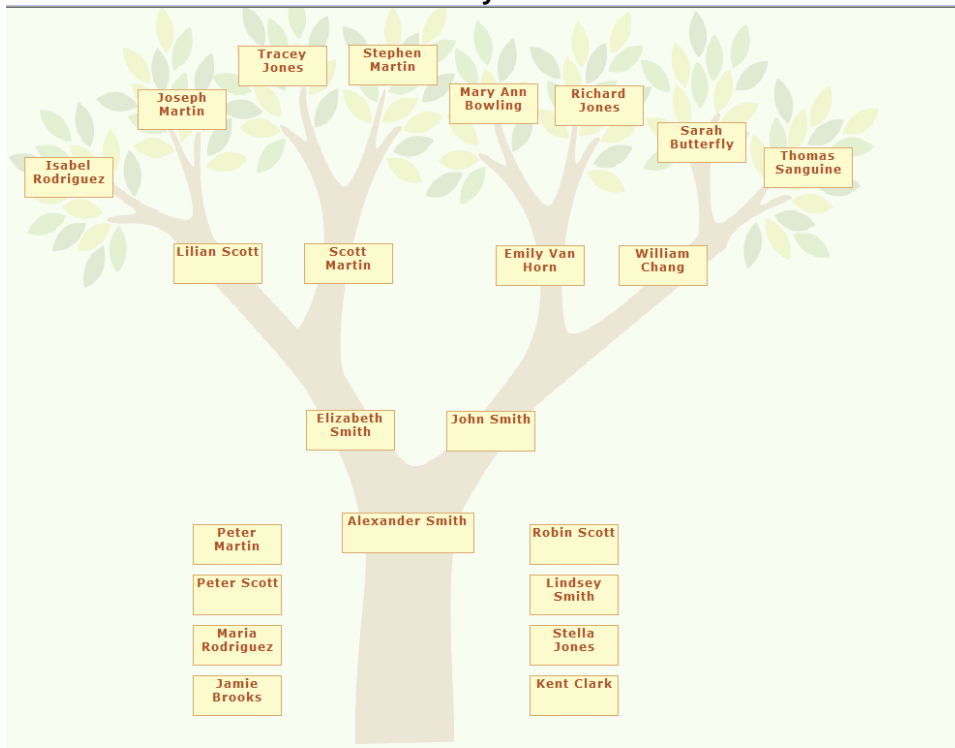
**Alexander Smith** **Babble Soft™**



**Caption: Cuddle Time**  
**Date: July 20, 2007**  
**Age: 4 Weeks**  
**Milestone: First smile**  
**Weight: 8 lbs 5.0 oz**  
**Length: 21.5 inches**  
**Head Circumference: 25.5 cm**  
**Bottle Fed: 3 times, 1063.81 ml**  
**Diaper Changes: 1**

*This picture was sent to you from a [BabySayCheese](#) web account. If you would like to purchase a gift subscription for a friend who is expecting a baby or has a newborn, please visit the [Babble Soft](#) web site.*

**Family Tree**



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