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FOR IMMEDIATE RELEASE:

My Choice Chart™ Receives iParenting Media Award For One Of 2007's Most Outstanding Products

New interactive, "Mom Invented" parenting tool receives stamp of approval

El Dorado Hills, CA (August 13, 2007) – My Life Ties, maker of positive parenting products, announced today that My Choice Chart™ has received an Outstanding Product award from iParenting Media, one of the most popular Internet communities for parents and parents-to-be. Created by mom-inventor Keli Berti, My Choice Chart, offers a new way for families to celebrate children's positive choices and support ongoing character development.

My Choice Chart is a family fun magnetic chart that parents can display in a central area in the home. Using more than 100 positive choice words and 50 celebration activity ideas, My Choice Chart encourages children ages 4 and up to make good behavioral choices and understand family values.

Parents can learn more about My Choice Chart at the HomeSchool Association of California Conference 2007, taking place August 16-19, 2007 at the Radisson Hotel, Sacramento, California. Complete event information is available at: <http://hscconference.com/>.

Mom-inventor and product creator Keli Berti will be on hand to demonstrate this innovative new parenting product. "Exhibiting at the HomeSchool conference is one way we are getting the word out about My Choice Chart," said Mrs. Berti. "We are thrilled to have received the iParenting award because they thoroughly review parenting products and recognize the best in the industry."

iParenting Media Awards is the largest certified and audited evaluation system of children's and parenting products in the industry. Product samples are matched up with experienced reviewers for thorough evaluation, including a licensed childcare facility/school, a childcare expert and a parent. Results are compiled and submitted to the iParenting Media Executive Committee for final approval.

iParenting Media reviewer feedback for My Choice Chart included: "This product is a great tool for encouraging children to make good choices and there are not a lot of products like this on the market today. My 5 year old daughter enjoyed the time we took together to set up the Choice Chart and she was excited about the "Celebration" choices. This product also included many ideas & directions in the accompanying booklet."

My Choice Chart is available for purchase on www.amazon.com, and from several Sacramento area retailers – for a complete list, visit www.mylifeties.com.

About iParenting

iParenting Media operates one of the Internet's most popular communities for parents and parents-to-be at www.iParenting.com. iParenting's Editor-in-Chief, Elisa Ast All, MSJ, writes a syndicated monthly newspaper column and co-hosts an A.I.R.-nominated radio show, Points on Parenting, in which she features iParenting Media Award winners. Consumers can learn more about iParenting Media Award-winning products by visiting www.iParentingMediaAwards.com/consumer.

About My Life Ties

Mrs. Berti's company, My Life Ties, is dedicated to creating positive parenting products. **My Choice Chart** was created to inspire parents and children to be the best that they can be. While there are many books about positive discipline, Mrs. Berti quickly recognized a need for interactive tools to support a family's practice of these parenting ideals. Her first product was developed with feedback from focus groups including parents, grandparents, school teachers, child psychologists, and parenting mentor Jane Nelsen Ed.D., best selling author of the *Positive Discipline* parenting series. For more information visit: www.mylifeties.com.