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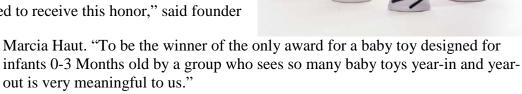   Lisa@KidStuffPR.com

SMARTNOGGIN TOYS NAMED WINNER OF THE BUMP BEST OF BABY AWARDS

Fourth Annual Best of Baby Awards Honor the Top Fertility, Pregnancy and Parenting Products

Noblesville, IN (June 3, 2016) – SmartNoggin is pleased to announce that its NogginStik Developmental Light Up Rattle been selected as a 2016 winner of The Bump Best of Baby Awards. This prestigious awards program by The Bump, a leading pregnancy and parenting brand, honors excellent achievement in fertility, pregnancy and parenting products, and has quickly become the go-to list that every expectant and new parent consults when registering for baby. The editors of The Bump tested hundreds of products to identify the top 50+ award-winning products and 20 awards for innovation across 9 categories: Baby Tech, Baby Eats, Diapering, Healthy Baby, Baby Safety, Baby-on-the-Go, Maternity Basics, Nursery, and Baby Learn & Play. This year's winners feature perennial favorites plus cutting-edge technology, gear and gadgets.

NogginStik was designed to help parents, caregivers and early intervention therapists begin encouraging early milestones in infants. The NogginStik head lights up red, blue and green to stimulate a baby's eyes and to encourage visual tracking. The base of the NogginStik makes a soft rattle sound to please the ears. It even has an easy-to-hold handle for mastering grasping. The toy's fun textures delight baby's sense of touch.

"We're very excited to receive this honor," said founder

Marcia Haut. "To be the winner of the only award for a baby toy designed for infants 0-3 Months old by a group who sees so many baby toys year-in and year-out is very meaningful to us."

"The Bump is at the forefront of today's latest products and technology innovations in pregnancy and baby gear and gadgets," said Julia Wang, site director of TheBump.com. "The Bump Best of Baby list not only awards the best of the best in our business, but it has also become the go-to list that parents consult with when choosing products to buy or add to their baby registry."

Join the conversation about The Bump Best of Baby Awards by using #BestofBaby, #TheBumpBabyTech or following @TheBump.