

**NogginStik™, Baby's First Learning Toy,
Wins Dr. Toy's Ten Best Toys &
100 Best Children's Products Awards of 2014!**

[Noblesville, Indiana – October 14, 2014] SmartNoggin Inc. is delighted to announce that its **NogginStik™** developmental rattle for baby has won the prestigious **Dr. Toy's Ten Best Toys** and **Dr. Toy's 100 Best Children's Products** awards of 2014. More than just a cute, colorful rattle, **NogginStik™** is an innovative infant toy designed to stimulate baby's senses and encourage developmental milestones within a child's first 12 months of life.

When lightly tapped by an adult or baby's hand, **NogginStik's** head lights up in three different colors (red, blue and green) to stimulate baby's eyes and encourage visual tracking -- a key milestone needed for children to learn to reach, crawl, walk and eventually read. The base makes a soft rattle sound to please the ears and has a mirror on the bottom. The handle has fun textures for baby's tactile enjoyment and is easy for little hands to hold. The rattle comes with an illustrated guide that provides activities for parents to interact with baby. Parents gain confidence in their ability to encourage healthy brain development with the hope of helping every baby reach their full potential. For ages birth +. \$24.99 available at specialty toy and gift retailers and www.smartnoggintoys.com

Marcia Haut, founder of **SmartNoggin, Inc.**, graduated from Purdue University with a degree in special education and has been educating children with special needs for over 30 years. As an early intervention therapist for babies from birth to three, Marcia had the privilege of working with young families in their homes. While working with parents from all walks of life, one common thread was noticed; they were not sure what they should be doing to encourage their baby's early milestones. Marcia could not find a toy "learning tool" to help parents begin their baby's learning journey, so SmartNoggin, Inc. was born!

Dr. Toy, Stevanne Auerbach, PhD, is one of the world's leading experts on play, toys and children's products. She has been writing, speaking and consulting about toys and children's products, child development and parenting for more than thirty years. For her four annual awards programs, Dr. Toy and her associate Dr. Jennie Ito evaluate hundreds of products to match their extensive criteria for excellence including design, quality, durability, safety, play value, age appropriateness, and, of course fun!

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