



Make Baby Laugh! produces products that entertain, strengthen family bonds and help develop a child's sense of humor. At Make Baby Laugh! we're passionate about bringing joy and laughter into children's lives. We believe laughter is vital to a child's development, important to their overall health and that it's never too early to begin developing a child's sense of humor. We find that kids with a well-developed sense of humor have a much better chance of gaining the confidence and interpersonal skills necessary to successfully weather the challenges of life.

We founded Make Baby Laugh! because while we as parents can choose from hundreds of products that entertain, develop skills, impart knowledge and expose our children to the arts, very few resources are available to help us nurture our children's sense of humor. Our goal is fill this void with quality video and related products.

We recognize that in today's world, adults often move far away from their parents and that neighbors aren't as close as they once were. As a result, parents' opportunities to learn "time tested" ways to make children laugh have greatly diminished. We believe that our products can serve to limit the impact of these societal trends.

Make Baby Laugh! believes that when a child experiences an adult's attempts to make them laugh, the child learns that laughter is valued. By making laughter important, parents help their children take their critical first steps towards developing their own sense of humor.

Make Baby Laugh! produces videos by finding caregivers that have *Discovered* interesting ways to engage and entertain their children. We do not direct the parents and children that appear in our videos but rather capture their natural, joyous interactions. For the benefit of our audience, we videotape folks discussing their Discovery and their approach to developing their children's sense of humor and share these insights when and where appropriate. Make Baby Laugh! believes that providing caregivers with the opportunity to reveal their Discoveries and beliefs to be a highly worthwhile and valuable endeavor.

Our concept is admittedly simple: produce videos of parents demonstrating the ways that they have found to make their babies laugh so that other parents can benefit. Each Discovery offers utterly moral and physically safe actions, props, sounds and behaviors that elicit joy in a child. We ensure that these Discoveries are fully-vetted by a child psychologist and are further validated by widely accepted research and analysis. Our goal is to increase our audiences understanding of the "how's and why's" of making a child laugh and developing their sense of humor.

As parents, we all seek highly constructive and engaging content to expose our children to. To create a highly compelling product that achieves these ends, we integrate Discoveries with positive, constructive video that entertains our young audience as well the adults we aim to inform. Make Baby Laugh!'s experience and research shows that young children love to see other kids doing pretty much anything fun and safe—they especially love to see kids laughing and having fun and our products are filled with laughing, active kids. In addition to showing kids engaged in family play, we include quality animations, animals, vehicles and pretty much anything fun and silly that we know children love.

Make Baby Laugh's! core mission is to play a supportive and entertaining role in caregivers' development of their children's sense of humor. Our fondest wish is that parents will try the things that other folks have found so that the joy our videos share spreads far and wide. We greatly appreciate your interest in our company.