

BABY BASICS

Moms Get More Online Parenting Information

(NAPSA)—Where do new and expectant moms turn for information on pregnancy and parenting? Increasingly, they turn to the Internet.

A recent Catalina Marketing study found that over 85 percent of pregnant women and new moms are currently online. Another study by Digital Marketing Services determined that 96 percent of moms consider the Internet a reliable source of parenting information, and that 90 percent of them use the Web to save time.

That may be why the leading online resource for new and expectant parents, launched an innovative new design for its core site, BabyCenter.com. The new design is the latest step in BabyCenter's ongoing commitment to meeting the needs of new and expectant parents.

BabyCenter has dramatically increased the level of personalization on its site, now highlighting the most relevant content for each user based on their due date or the birth date of their child. The most innovative element of the design is a new interactive timeline at the top of each page allowing easy access to week-by-week developmental updates and charting the development of each user's child. The timeline offers instant access to current information, but also allows parents to easily review past milestones or read up on future ones with the click of a mouse.

The design also highlights the most relevant articles, bulletin boards, and other features for each user based on their child's stage of development.



The most widely visited pregnancy and parenting site on the Web was named Best Family Web Site.

The new design is just the latest step in the company's ongoing efforts to deliver unsurpassed information and support to new and expectant parents. Founded in 1997, BabyCenter was one of the first companies to address the needs of pregnant women and new moms online. Since that time, BabyCenter has invested continually to provide new information, tools and services to help moms raise happy, healthy kids. As a result, BabyCenter.com is the most widely visited pregnancy and parenting site on the Web, with over three million visitors each month—nearly twice the traffic of its nearest online competitor. In addition, BabyCenter has been recognized with numerous awards. Most recently, BabyCenter.com was named Best Family Web site by the Web Marketing Association on September 16, 2003.

For a tour of BabyCenter's design changes, visit: www.babycenter.com/newlook.