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BAVEO.COM LAUNCHES SIMPLE BLOGGING FOR NEW AND EXPECTING PARENTS

New York, NY – October 14, 2008 - Baveo.com announces the launch of its Private Beta. Baveo is the simplest blogging platform on the market for new and expecting parents. Baveo makes parents' lives easier by letting its users share photos, videos, updates and registries with family and friends.

The Birth Announcement

At the birth of a child, family and friends want immediate details and pictures. Yet in the first hours after a child's birth, new parents tend to have a few *other* matters on their mind, which don't include calling everyone they know or racing to a computer to upload and email photos.

With Baveo, parents setup their site during the pregnancy and invite family and friends to subscribe to updates via three options: SMS, Email, and RSS. Baveo supports mobile posting so that parents can update their Baveo site from their cellular phones. As soon as the baby is born, parents can snap a picture, add the details (e.g. gender, hair and eye color, weight and length) and Baveo automatically sends an update to all of the their family and friends.

Baby Registries

Baveo also provides a registry tool that lets parents easily share their baby registries. Parents simply select the merchants with which they are registered and a link to the site conveniently appears on their personal Baveo site. Baveo currently offers baby registries from twelve leading retailers.

Delivery Date Countdown

The most common question asked of expecting parents is: "When is the baby due?" To help answer this question, Baveo provides a delivery date countdown. It is constantly updated on the parents' Baveo site so that family and friends are always kept up to date. Once the child is born, the counter instead displays the baby's age.

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Blogging with Text, Photo, and Video Posts

Instead of carrying around an album, parents can now direct family and friends to their Baveo site. Posting is simple and Baveo supports video and slideshow embeds from all of the major video and photo sharing sites.

Baveo is free and there are never any ads on the personalized sites. Nothing interferes with the memories shared with family and friends. “I wanted to create a platform that was easy for parents to use and accessible to grandparents and great-grandparents as well,” said Ari J. Greenberg, founder of Baveo.

Baveo invites new and expecting parents to signup for its Private Beta at Baveo.com.

About Baveo

Ari J. Greenberg, who was most recently the Director of Business Development at Magnify.net, founded Baveo in New York in 2008. Ari was inspired to create Baveo when his childhood friend (whom he has known since preschool) announced that he and his wife were expecting their first child. “When my friend started blogging about the forthcoming birth of his son, I couldn’t find any web 2.0 blogging applications specifically geared towards new and expecting parents,” said Ari J. Greenberg. “So, as a friend and an entrepreneur, I had no other choice than to create Baveo.” For more information, please visit www.baveo.com.

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