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FOR IMMEDIATE RELEASE

**PETER POTTY® TODDLER URINAL RECEIVES ENDORSEMENT
FROM PEDIATRICIANS AT PEDIATRIC PLANET®**

Standing up provides the best training experience!



Chicago, IL – The new revolution in toilet training little boys, the Peter Potty® Toddler Urinal, is now endorsed by a group of board certified pediatricians at PediatricPlanet.com®, an on-line information service. The Peter Potty, the world's first and only flushable toddler urinal, encourages little boys to become interested in and succeed at potty training. By allowing young boys to stand, instead of sit, the Peter Potty® is reducing the potty training age for boys by up to six months from the national average of 37 months old, ultimately saving parents a lot of frustration and money in unused diapers!

The Peter Potty toddler urinal allows boys to stand up – an act that they have seen performed countless times when they reach the age for potty training. Being able to replicate behavior that they have seen reduces training time and makes the process easier.

“Potty training can be one of the most challenging milestones for parents in their child’s development. This product can significantly reduce this frustration by providing boys with a relaxed, easy method for success” stated Dr. Dante Pappano, one of PediatricPlanet’s founding pediatricians (and a father of four).

According to a study published by the American Academy of Pediatrics, boys – on average – do not master potty training until after their third birthday, a full four months later than girls. Most toddler boys between the ages of two and three years old are too short to reach a standard toilet which results in the usual practice of training boys in a sitting position – an activity that is seldom modeled for these young guys and can be difficult, awkward and messy.

“An early embarrassment can set toilet training back substantially,” said Dr. Pappano. “Giving little boys confidence and control over their toilet use early on also helps them in that first frightening use of a public

restroom. Having some familiarity and security with the urinal can be a big step towards independence. The Peter Potty can give boys that comforting sense of 'been there, done that' that's so important to building self-confidence. This can have a long-term impact on boys that could conceivably be important for the rest of their lives."

"We are pleased to have the endorsement of this group of pediatricians. PediatricPlanet.com is committed to providing information and guidance to support the role of the pediatrician or family practitioner – often addressing questions that parents have not addressed with their doctor. Potty Training often falls into this category," says Diane Hund, President of Visionaire Products, Inc.

The Peter Potty® Toddler Urinal is available at stores across the country, as well as on many internet sites for the retail price of \$39 - \$49. A full list of retailers is also available on the Web at www.peterpotty.com.

About Visionaire Products

Visionaire Products is committed to designing and manufacturing innovative product solutions for the potty training of young children. The full range of Peter Potty® products are designed to provide the easiest way to potty train, for both boys and girls. For more information, visit www.visionaireproducts.com or call (312) 997 – 2310, ext. 35.

About Pediatric Planet

Pediatric Planet, LLC was founded in March of 2000 by Drs. Ellen Bass and Dante Pappano, board certified pediatricians with private practice experience who felt that in today's climate of managed care, parents and patients sometimes do not get enough time to have all their questions answered. Pediatric Planet's staff of pediatric emergency medicine physicians now provides extensive information and support for topics ranging from growth and behavior to complex medical diseases. For more information, visit www.pediatricplanet.com .

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