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**BABY AND TODDLER MEALTIME PRODUCTS COMPANY LOLLALAND
PARTNERS WITH RAISING A READER TO SUPPORT CHILDREN'S LITERACY**

**Percentage of sales will be donated to national nonprofit
that provides literacy programs for children across the country**

REDWOOD CITY, Calif., July 18, 2016 -- Lollaland, one of the leading manufacturers of mealtime products for infants and toddlers, will be donating a portion of its profits to Raising A Reader, a national nonprofit organization that helps families across the country develop, practice and maintain literacy habits critical for a child's success.

Beginning July 15 and through October 31, 2016, Lollaland will donate 15 percent of its profits from the sale of its Mealtime line to Raising A Reader. The products can be purchased either online or at any Lollaland retailer nationwide.

"We're extremely grateful to Lollaland for recognizing the importance of literacy and reading in the development and growth of children," said Gabrielle Miller, Ed.D., president and CEO of Raising A Reader. "Mealtime and reading are two of the most important activities parents can share with their children; we are hoping this partnership with Lollaland brings enrichment to the lives of families across the country."

Lollaland first received national attention after being featured on the ABC show "Shark Tank" and receiving funding from investors Mark Cuban and Robert Herjavec enabling the company to expand its production and distribution.

"Supporting the well-being of children has always been a cornerstone of Lollaland," said Hanna Lim, co-founder and president of Lollaland. "Working with Raising A Reader gives us an opportunity to deepen our involvement with, and support of, parents who are committed to the growth and development of their children."

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Lollaland manufactures a variety of award-winning products that provide safe and smart feeding choices for babies and toddlers. The company's product line includes bottles, cups, plates, bowls and other mealtime accessories. Lollaland provides parents with products that are innovative, functional and fun and made with the highest-quality materials all of which are BPA, BPS, PVC and phthalate-free and made in the USA or Germany. Lollaland was featured on the hit ABC television series "Shark Tank" with the company receiving an investment from Mark Cuban and Robert Herjavec. Lollaland is headquartered in Los Angeles with its products sold at retailers across the country. More information can be found at Lollaland.com.

Raising A Reader is a 501c3 charitable organization dedicated to helping families develop, practice and maintain literacy habits for children ages 0-8 that are critical for a child's success in school and in life. The program is evidence-based, with more than 32 independent evaluations showing that Raising A Reader significantly improves language and literacy skills, cognitive development, communication and comprehension skills, school readiness and social competence. Raising A Reader is implemented through a network of community partners that comprise more than 2,500 locations across the country including public school systems, libraries, afterschool programs, community agencies and other organizations both public and private. Headquartered in Redwood City, California, Raising A Reader was founded in 1999 and has served more than 1.25 million families nationwide. More information is available at RaisingAReader.org, @RARnational (Twitter) and [RaisingAReaderNational](https://www.facebook.com/RaisingAReaderNational) (Facebook).

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