

## Introducing... **BEING DAD** *Finally! An Easier Way for Guys to Learn What to Expect When You're Expecting!*

Vast information is available to help women during those 40 weeks in which they grow from a woman into a mother. Men grow during those 40 weeks too. And now there's a DVD that will help men and couples understand what he can expect as he transitions into becoming a Dad.

- **First-hand experiences from 40 new dads**
- **Essential advice for dads from five experts**
- **9 months of information in less than 80 minutes.**

### Why Will Customers Buy **BEING DAD**?

- **Icebreaker** Give it to him when she finds out she's pregnant
- **Gift for Dad-to-Be** To get him more informed and involved
- **Gift for Mom-to-Be** Insight into what he's thinking helps her better understand her guy
- **Entertaining** You'll be surprised at the things these guys say
- **Enlightening** Helps expectant couples understand each other and stimulates discussion about their emotions and experiences during one of the most important periods in their lives... *Oh, and it talks about sex.*

**\$29.99 S.R.P.** **Street Date** – October 7, 2008 **Preorder Now!** **UPC # 677908 180136**

#### **Strong Media and Internet Visibility**

Consumers will be looking for **BEING DAD**.

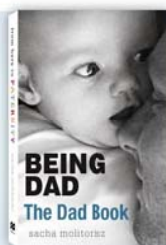
You can help them find it!

- National and Regional Magazines, TV & Print
- Parenting and Maternity Sites, Blogs, Reviews

#### **Great Retailer Support**

- Profitable dealer programs
- Display and merchandising support
- Affiliate programs
- Additional Parenting titles for add-on sales

**MORE  
 BEING DAD  
 COMING  
 SOON!**



#### **BEING DAD** The Dad Book

Ships: November, 2008

343 pages of dadly wisdom  
 from fatherhood columnist  
 Sasha Molitorisz



#### **BEING DAD<sup>2</sup>** Bringing the Baby Home

on DVD January, 2009

Taking up where  
**BEING DAD** leaves off.  
 Now the work **REALLY** starts!

**seedsman group** inc.

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