

Parenting **BUZZ**

LIVE! with Regis and Kelly
2010 Beautiful Baby Search



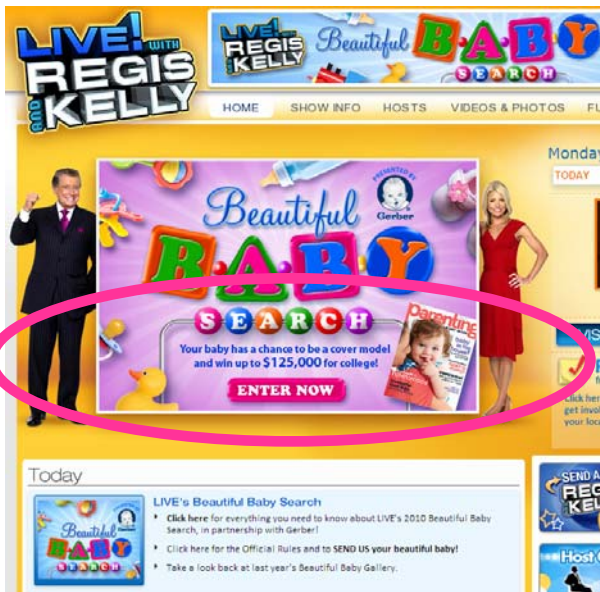
This is the 4th consecutive year *Parenting* magazine has partnered with LIVE on its Beautiful Baby Search—the winner will appear on the December/January 2010 cover of *Parenting Early Years*.



1/6/10 Regis and Kelly announce the launch of the 2010 Beautiful Baby Search.



Soraya Dennis, 11-months old, was the winner of LIVE's 2009 Beautiful Baby Search, appearing on the cover of the July issue of *Parenting Early Years*.



- ❖ *Parenting* will receive dozens of on-air mentions on the popular syndicated talk show, viewed by an audience of 4 million daily.
- ❖ Thousands of Beautiful Baby Search entry photos will appear in galleries on **Parenting.com**, which have resulted in record-breaking traffic each year.
- ❖ LIVE has partnered with Gerber to provide the winner with \$125,000 to be used toward a college education, and will also award an additional \$100,000 in scholarships to be divided amongst the four runners-up.
- ❖ The finalists and winners will be unveiled during Beautiful Baby Week March 1-5, LIVE's highest-rated week of the season.