



oKidokie™
PTY LTD



Sounds for Silence™

Corporate Profile

oKIDokie Pty Ltd is the company behind the incredibly successful baby settling package, Sounds for Silence Baby Settling Package. With integrity, passion and medical expertise supporting every aspect of this rapidly expanding project, oKIDokie Pty Ltd is proudly Australian conceived, made and delivered.

Starting with a simple idea to solve a universal problem, the Directors of oKIDokie combined their parenting experience, professional skills and belief in their innovation to form an energetic company and the landmark product Sounds for Silence. The mission of the oKIDokie team is to create medically valid, effective and practical tools that support parents and babies. Simply said, their desire is to help families.

Soothing unsettled babies, conflicting advice, sleep deprivation and the resulting difficulties are age-old problems for families. Sounds for Silence, with its 21st Century symphony and reliable health information, provide a modern solution in a practical package. It also represents the breakthrough product for oKIDokie Pty Ltd, and the first in their initial trilogy of baby settling packages.

oKIDokie Pty Ltd is a micro business operating with integrity and pride and expanding on a global level. While health professionals, celebrities, the media (and even Danish royalty!) are aware of the skills and success of oKIDokie, it is the constant positive feedback from satisfied and grateful parents that fuels the Directors' vision. Words of thanks and relief from exhausted parents all over Australia and now, the world, keep this energetic company growing and committed to their original mission.



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oKIDokie Pty Ltd was formed in August 2002 by:

Dr Harry Zehnwirth MB BS (Hons) FRACP Paediatrician

Lisa Baker B.Ed (EC) Early Childhood Educator

Alison Wallis RN. BApp Sci MRCNA Registered Nurse and Health Education Consultant

James Baker Dip FA (Graphic Design), Graphic Designer

DR. HARRY ZEHNWIRTH

Consultant Paediatrician

Dr Harry Zehnwirth is a consultant Paediatrician with more than 22 years of specialised medical education and experience. The rapport Dr. Harry has with young patients, families and colleagues is testimony to the clinical competence he demonstrates as well as the trust and reassurance he engenders. He brings this expertise, along with his strong belief in the beneficial effects of fun and magic in medicine, to the oKIDokie Pty Ltd team. Dr. Harry understands that parents need practical information and reassurance during difficult periods, but most significantly fast and effective solutions to help settle their babies. It is Dr Harry's Paediatric knowledge and experience that ensure the projects undertaken by oKIDokie are medically valid and recognised.

LISA BAKER

Early Childhood Consultant and Business Management

With qualifications and extensive experience in Early Childhood Development, Lisa Baker compliments the synergy of the oKIDokie Pty Ltd team of Directors. With her knowledge of early childhood and parenting issues and a well-earned title of 'survivor' of sleep deprivation and infant irritability, Lisa brings understanding and empathy to the team. Her personal experience with an unsettled baby and the sense of hopelessness and frustration that this brings,



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fuels her desire to see Sounds for Silence available to every new parent everywhere. As well as interests in early childhood and the elusive good nights sleep, Lisa has a passion for literature and written communication. She is actively involved in the copywriting elements of oKIDokie Pty Ltd and thrives on the challenge and satisfaction of writing, editing and re-writing.

ALISON WALLIS

Registered Nurse and Market Development

Alison Wallis has a pivotal role in the marketing of Sounds for Silence for oKIDokie Pty Ltd. She is a Registered Nurse who facilitates research and product trials as well as providing information resources to healthcare professionals and consumers. Alison has understanding and knowledge of our health related market and consumer needs. She has been able to combine her experience in nursing with market development to find an intriguing balance of skills to support the validity of oKIDokie and help propel the company forward in the national and international markets. Alison's attention to detail, nursing background and integral market understanding contribute greatly to the success and reliability of oKIDokie Pty Ltd.

JAMES BAKER

Logisitcs Management, Marketing and Graphic Design

With 18 years industry experience as a Graphic Designer, James brings a wealth of experience in design, visual communication, web and marketing to the oKIDokie team. James uses his experience and creative skills to drive the branding of Sounds for Silence and provide immediate and professional design services. James



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recognises the need for strong branding and advertising to establish and maintain a presence in the market and to support retailers and distributors as they channel oKIDokie's products into the market place. James co-ordinates the design and print of oKIDokie's advertising, marketing and promotional materials and maintains the website, while his sense of humour and knack for logistics also sees him confidently handle the often frustrating issues of packaging, palleting and freight forwarding.

LISA BASSFORD *Executive Assistant*

Lisa Bassford brings an international understanding to oKIDokie Pty Ltd with experience in the UK and New Zealand. She has extensive Human Resource and management skills that enable Lisa to engage those around her. Her roles within oKIDokie include management of sales, marketing, administration and customer service, all of which require the use of her energetic people skills. Lisa's empathy for the market, along with her passion for Sounds for Silence ensures she is a vital link in the professional team of oKIDokie Pty Ltd.



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oKIDokie Pty Ltd chooses excellent strategic partners to help us fulfill the important roles of being business. We recognise and thank the following corporate alliances:

AUSTRADE

oKIDokie Pty Ltd calls on the expert and global assistance of Austrade when seeking new export partners. With a charter to help Australian businesses export to the world, Austrade is an important strategic alliance for us.

CNP

CNP Brands is a leading Australian manufacturer, importer and distributor of a broad range of nursery products. CNP Brands and their hardworking team have overseen major distribution of Sounds for Silence since the beginning of 2006. This includes delivery to every Target store across Australia and hundreds of independent baby stores.

www.childcareproducts.com.au

www.target.com.au

HLH IMPORT AND EXPORT

Unique Australian distributes Sounds for Silence exclusively to Denmark. Known as Sov Godt in Danish, Unique Australian has taken Sounds for Silence to Crown Princess Mary at Fredensborg Palace as well as distribution through the Scandinavian book distribution channel, DBK. The Directors of both HLH and oKIDokie Pty Ltd were thrilled to be launching Sov Godt in Copenhagen at the invitation of the Australian Ambassador in March, 2007. The enormous success of Sov Godt will no doubt be a predecessor to Sounds for Silence distribution throughout Scandinavia.



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BJT LEGAL

Byrne Jones and Torney Legal provide sound legal advice to oKIDokie in many areas.

We are pleased to partner with BJT to seek professional legal solutions for our company.

MASON SIER TURNBULL

We are proud of our landmark package, Sounds for Silence, and stand by its validity and reliability. We are also proud of our Intellectual Property and have invested significantly in its protection. We retain Mason Sier and Turnbull to advise oKIDokie Pty Ltd on matters of Copyright, Trademarking and IP.

FRP PRINTING

Like oKIDokie Pty Ltd, FRP are a small but energetic Ballarat company. When we need all manner of advertising, display, promotional or business material printed, FRP offers us excellent printing services.

LAHRA CAREY MEDIA

'Getting the word out there' is not always as simple as an advertisement in a magazine. Well placed Public Relations and Media campaigns ensure that the market is aware of Sounds for Silence - its benefits and how to get it. Lahra Carey Media handles our PR and we trust our high reputation in her capable hands.

MULTI-TECH TRADING

Multitech Swift Disc Manufacture can produce 10,000 CDs in a 24 hour period. When our market demand calls for increased CD production, we call Multitech.

The logo for 'Sounds for Silence' is written in a white, elegant cursive font against a light yellow background. To the left of the text is a close-up photograph of a baby's face, and to the right is a photograph of a baby lying down, sucking their thumb.

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MARSHMANS

As a rapidly growing company we require skilled people at our fingertips (or keyboards and phone lines as the case may be). Marshmans HR Services helps us ensure our Human Resources are just that - both excellent and available.

MOLLOY, ORR AND RONAN

Molloy Orr and Ronan provide sound advice to oKIDokie Pty Ltd in the often complicated area of taxation and financial issues. We are pleased to have their knowledge and expertise on hand.

www.mor.net.au

SMALL DOG DESIGN PTY LTD

oKIDokie Pty Ltd has the services of in-house Graphic Design, making the process of Sounds for Silence visual communication for our distributors and retailers efficient and beautiful. When things get busy, we are pleased to have the back up of an excellent stable of Designers and Web Developers at Small Dog Design Pty Ltd.

www.smalldogdesign.com.au

SOVEREIGN PRESS PRINTING

The printing of the Sounds for Silence Baby Settling & Health Guide, a book that is as satisfying to look through as it is to read, is competently handled Sovereign Press Printing. Having also printed tens of thousands of information booklets Simple Secrets for Settling Babies - Your Questions Answered, Sovereign Press are an important partner in our manufacturing chain.

SED CONSULTING

SED Consulting guides us in growth management, strategic business directions and business development planning. All vital components behind the scene of oKIDokie's day-to-day company operations.

www.sedconsulting.com.au