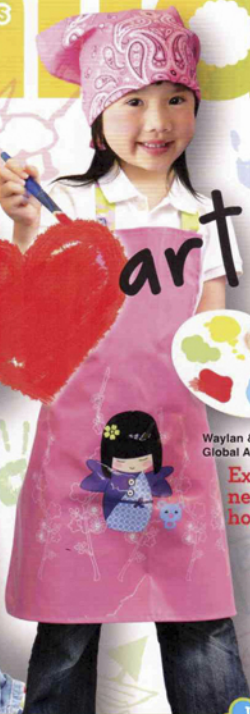


Child

Singapore's

February 2010

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Launch of The Survival Kit Series

7th January 2010



First Asian Baby and Toddler Survival Kits

Local parenting online portal MadAboutKids.com recently launched the **Baby Survival Kit** and **Toddler Survival Kit** series, supported by infant and child nutrition expert Wyeth. The kits provide practical child caring information to parents with its easy-to-read format as well as tips and advice from doctors, nurses, midwives and parents.

“The books serve as a useful guide for parents in addressing common issues of caring for an infant and coping with a toddler,” says Mr Michael Toh, general manager, Malaysia, Brunei, Singapore, Pfizer Nutrition. “We place great importance in offering the best to children, and are committed to providing complete care for growing children with baby formula for every stage of a child’s growing up years.”

Endorsed by the Singapore Paediatric Society, the series will help raise funds in aid of charitable causes with support from Wyeth, and in partnership with Mount Alvernia Hospital, National University Hospital and NTUC FairPrice. Up to 11 Feb, parents can get a copy of the Survival Kits at participating NTUC FairPrice supermarkets with the purchase of Wyeth Promil Gold or Wyeth Progress Gold or buy them at MAH and NUH at S\$19.90 per copy. For more details, visit www.SurvivalKit.sg.

Wyeth is a wholly owned subsidiary of Pfizer, Inc.