



---

## America's Nanny Endorses HomeConvenience.com as the Best Online Family Calendar and Organizational Tool

**Michelle LaRowe, the 2004 International Nanny Association's Nanny of the Year, identifies HomeConvenience.com as the best online Family Calendar and overall Home Organization tool available. HomeConvenience and LaRowe have evolved this endorsement into a working partnership. Together, they will strategize to add continued enhancements to insure that HomeConvenience.com's application keeps pace with the evolving needs of today's busy families.**

Saratoga Springs, New York, September 26<sup>th</sup>, 2006 -- HomeConvenience.com ([www.HomeConvenience.com](http://www.HomeConvenience.com)) an interactive website designed to organize the lives and homes of America's busy families, has received a passionate endorsement from America's Nanny, Michelle LaRowe—a woman who has earned her stripes working for some of America's busiest families.

After receiving the endorsement, the company and LaRowe began working together to enhance the application. Most notably, LaRowe's input helped HomeConvenience.com add more details and easier access to their *Family Center*. This area of the site provides a form-printing wizard that automatically generates such common forms as Emergency Contact Information, a Baby Sitter Checklist, and tools to filter each member's profile - from allergy information to underwear sizes - complete with security settings.

"Having a busy family of my own, we are dedicated to evolving our application to best support the needs of today's families," said Bob Krulcik Co-Founder, President and CEO of Homeconvenience.com. "Having the opportunity to work closely with an industry expert, such as Michelle, is a great opportunity for us—and a bonus for our users." Krulcik continued, "We have already implemented some of Michelle's ideas; and we look forward to her added input on our application moving forward."

LaRowe commented, "I am very excited about working with HomeConvenience.com. I love the fact that the whole family has access to the family calendar online, which makes scheduling and planning children's activities and events both easy and fun." LaRowe discovered the site while surfing the web for a comprehensive online home organization tool. She added, "I like the site's 24/7 accessibility and it also provides cell phone and e-mail alerts. Further, parents are able to take advantage of the synchronization features with Outlook® and Palm® should they want to push some information to their local computers."

### *About HomeConvenience.com™:*

HomeConvenience.com™ ([www.HomeConvenience.com](http://www.HomeConvenience.com)), a leading online Family Calendar and Home Organization service, provides users with a secure online Family Calendar, Address Book, To Do List, Shopping List, Recipe Management, Private Journaling, Home Inventory, e-mail alerts, and cell phone updates, etc. The service is available 24/7 and supports all common browsers for both PC and Mac; and provides for synchronization with both Outlook® and Palm®. Unlike most other online calendars, Homeconvenience.com is specifically targeted at organizing all aspects of home and family, synchronizing the lives, and calendars of multiple family members, with security and convenience. HomeConvenience.com™ - This should be your Home page.™

### *About Michelle LaRowe:*

Michelle LaRowe, known as America's Nanny™ is the founder and president of Boston Area Nannies, Inc. and the 2004 International Nanny Association Nanny of the Year. A career nanny specializing in caring for twins, Michelle has over eleven years of nanny experience. Michelle is an active member of the nanny community, holding membership in the National Association of Nannies and has served as past Vice President of the International Nanny Association. She is called on by the media as a "nanny expert" and has appeared on multiple television and radio programs; and has often been featured in print. Michelle authors eight regular columns in both online and in print media sharing her experience in raising children. She is the author of the new parenting series "*Nanny to the Rescue!*" (*W Publishing, Group, 2006*)

Outlook® is a registered trademark of Microsoft Corporation.  
Palm® is a registered trademark of Palm, Inc.