



# Press Release

FOR IMMEDIATE RELEASE

# Introducing the appy for a happy pappy.

## **"Who's Your Daddy?"** is the essential new app for dads-to-be.

9 months peace of mind for the price of a small beer.

So your wife/girlfriend/partner is pregnant. Congratulations.

Now what?

"Who's Your Daddy?" is the essential iPhone app for future fathers!

Written for men by men (with advice from midwives), the Who's Your Daddy app for iPhone is fully customisable around your partners due date and gives you nine months of humorous yet informative tips in a language you won't require a medical dictionary to decipher! Developed in Australia, the simple and clean design makes it easy to guide first-time dads through the pregnancy journey. It's what he should expect when she's expecting.

Useful "there's a baby coming" coping mechanisms include:

- Daily tips: Day 28: Mood Swings. What mood swings?! There are no mood swings. Remember that.
- Daily tips: Day 249: Ginger ale is great for morning sickness, but only if it has real ginger in it.
- Weekly tips: "Your baby is 16.4cm (the size of a beer bottle) and 300 grams (the weight of a hammer).
- A countdown timer, based on the baby's due date.
- A timeline with all the key dates that you can add to your iPhone calendar.

- Contraction counter.
- Hospital bag checklist (and suggestions), to-do-list and potential baby name list.

"When my partner became pregnant with our first child, I quickly learnt there were heaps of pregnancy apps for woman - but none for men. I knew I was going to be a dad, but where could I find out what I should and shouldn't do? How should I do it and when? I knew other Dads-to-be were asking the same questions, so I created the app I wished I had - hopefully other new Dads won't feel as clueless as I did. Thanks to my amazing partner, friends and a handful of brilliant midwives, Who's Your Daddy? was born nine months later. The journey into fatherhood just got a whole lot less scary for men everywhere."

Who's your daddy is available for US\$ AU\$3.79 from the App Store on iPhone, iPad and iPod touch or at <http://appstore.com/whosyourdaddy>

About the developers:

I4lox is a boutique app development studio based in Melbourne who build clean, simple and beautiful apps for iPhone and iPad. Our unique trio, Keith Walsh, Dai Hovey and Bart Laugs took nine months to develop Who's Your Daddy?

More information is available on our website <http://www.whosyourdaddyapp.com>

Or you can check out this video of Who's Your Daddy? in action here <http://vimeo.com/91078966>

Please feel free to contact me if you have any questions about the app, if you'd like a promo code for review, or to arrange a chat.

My contact details are below.

Thanks for your time.

tel	045 153 0771
email	support@whosyourdaddyapp.com
skype	keithzwalth
twitter	@daddyapp
url	<a href="http://whosyourdaddyapp.com">http://whosyourdaddyapp.com</a>
vimeo	<a href="http://vimeo.com/91078966">http://vimeo.com/91078966</a>
appstore url	<a href="http://appstore.com/whosyourdaddy">http://appstore.com/whosyourdaddy</a>