

FOR IMMEDIATE RELEASE

Andrew Molloy releases *BabyGrow 2.0* for iPhone/iPod touch

Update to Baby Growth Tracking App Now Available in Apple's App Store

CARMEL, IN - March 27, 2012 - Independent software developer Andrew Molloy today announced the release and immediate availability of *BabyGrow 2.0*, a significant update to his baby growth tracking app for iPhone and iPod touch. The update brings a refreshed user interface, adds support for older children (via an in-app purchase), and adds several new features.

BabyGrow has always been the easiest way for parents to keep track of the growth of their children from birth to age 3. Now parents can continue tracking their older children as well (via in-app purchase). Parents can now customize the growth charts with different colors and symbols, and the charts scale dynamically to present the best view of a child's growth. Charts and growth data can now be printed to any AirPrint compatible printer.

Designed for parents by parents, *BabyGrow* makes keeping growth records simple, and helps parents understand their child's growth with easy-to-read growth charts and percentile calculations. *BabyGrow* uses growth standards from both the U.S. Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO).

BabyGrow 2.0 is now available for \$2.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Medical category.

Please visit <http://babygrowapp.com> for more *BabyGrow* information.

Andrew Molloy is an independent software developer based in Carmel, IN, and has been developing iPhone apps for parents since 2008.

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If you would like more information on *BabyGrow* or Andrew Molloy, or to schedule an interview, please contact me:

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Promotional codes are available upon request. A press kit including screen shots and *BabyGrow's* Apple App Store logo can be found at <http://babygrowapp.com/press>