

Changes to Open Solutions' Baby App Marketing

Name of App	Target Age	Type	Original Claims	Changes as of 8/12/13
Baby First Puzzle Farm ¹	0-6	Baby Puzzle	<ol style="list-style-type: none"> 1. "best game for the youngest kids" 2. "top fun and education" 3. "entertain and educate your baby" 4. "designed by parents for young babies" 5. "new and innovative form of baby education" 6. "practice motor skills, shapes, logic and precision" 7. "We have tested this app and the babies and parents simply love it!" 8. "it will teach them a lot but your child will just think it's fun!" 9. "We love to build the best learning apps for your kids" 10. "For babies 0-6 years" 	<ol style="list-style-type: none"> 1. Unchanged 2. Unchanged 3. Removed 4. Removed 5. Removed 6. Removed 7. Removed 8. Removed 9. Removed 10. Removed
Baby First Puzzle Christmas Winter ²	1-7	Baby Puzzle	<ol style="list-style-type: none"> 1. "best game for the youngest kids" 2. "top fun and education" 3. "entertain and educate your baby" 4. "designed by parents for young babies" 5. "new and innovative form of baby education" 6. "practice motor skills, shapes, logic and precision" 7. "We have tested this app and the babies and parents simply love it!" 8. "it will teach them a lot but your child will just think it's fun!" 9. "We love to build the best learning apps for your kids" 10. "For babies 1-7 years" 	<ol style="list-style-type: none"> 1. Unchanged 2. Unchanged 3. Removed 4. Removed 5. Removed 6. Removed 7. Removed 8. Removed 9. Removed 10. Removed
Baby Puzzle ³	2-6	Baby Puzzle	<ol style="list-style-type: none"> 1. "best game for the youngest kids" 2. "top fun and education" 3. "entertain and educate your baby" 4. "designed by parents for young babies" 5. "new and innovative form of baby education" 6. "practice motor skills, shapes, logic and precision" 7. "We have tested this app and the babies and parents simply love it!" 8. "it will teach them a lot but your child will just think it's fun!" 9. "We love to build the best learning apps for your kids" 	App no longer available at U.S. iTunes store.

¹ *iTunes Preview: Baby First Puzzle Farm - Best Game For The Youngest Kids - Top Fun And Education*, Apple iTunes, <https://itunes.apple.com/us/app/baby-first-puzzle-farm-best/id467306817> (last visited Aug. 5, 2013).

² *iTunes Preview: Baby First Puzzle Christmas Winter - Best Game For The Youngest Kids - Top Fun And Education*, Apple iTunes, <https://itunes.apple.com/us/app/baby-first-puzzle-christmas/id578626423> (last visited Aug. 5, 2013).

³ *iTunes Preview: Baby Puzzle - Best Game For The Youngest Kids (Top Fun and Education)*, Apple iTunes, <https://itunes.apple.com/us/app/baby-puzzle-best-game-for/id430855273> (last visited Aug. 5, 2013).

Name of App	Target Age	Type	Original Claims	Changes as of 8/12/13
Baby Hear & Read Verbs ⁴	0-8	Baby Hear & Read	<ol style="list-style-type: none"> 1. “entertain and teach your kids how to read (American English), pronounce and spell basic verbs” 2. “designed by parents for young kids” 3. “new and innovative form of kids education” 4. “learn how to read, pronounce and spell basic verbs” 5. “We have tested this app and the kids and parents simply love it!” 6. “Also helps develop your kid’s motor skills” 7. “it will teach them a lot but your child will just think it’s fun!” 8. “We love to build the best learning apps for your kids” 9. “For babies 0-8 years old” 	<ol style="list-style-type: none"> 1. Changed to “show your kid how...” 2. Removed 3. Removed 4. Removed 5. Removed 6. Removed 7. Removed 8. Removed 9. Removed
Baby Hear & Read Nouns ⁵	0-8	Baby Hear & Read	<ol style="list-style-type: none"> 1. “entertain and teach your kids how to read (American English), pronounce and spell basic nouns” 2. “designed by parents for young kids” 3. “new and innovative form of kids education” 4. “learn how to read, pronounce and spell basic nouns” 5. “We have tested this app and the kids and parents simply love it!” 6. “Also helps develop your kid’s motor skills” 7. “it will teach them a lot but your child will just think it’s fun!” 8. “We love to build the best learning apps for your kids” 9. “For babies 0-8 years old” 	<ol style="list-style-type: none"> 1. Changed to “show your kids how...” 2. Removed 3. Removed 4. Removed 5. Removed 6. Removed 7. Removed 8. Removed 9. Removed

⁴ *iTunes Preview: Baby Hear & Read Verbs*, Apple iTunes, <https://itunes.apple.com/us/app/baby-hear-read-verbs/id445187552> (last visited Aug. 5, 2013).

⁵ *iTunes Preview: Baby Hear & Read Nouns - See, Listen and Spell with 3D Animals - Best Game and Top Fun for Kids*, Apple iTunes, <https://itunes.apple.com/us/app/baby-hear-read-nouns-see-listen/id440459394> (last visited Aug. 5, 2013).

Name of App	Target Age	Type	Original Claims	Changes as of 8/12/13
Baby Touch & Hear ⁶	0-7	Baby Touch & Hear	<ol style="list-style-type: none"> 1. “best game for the youngest kids” 2. “entertain and educate your baby” 3. “new and innovative form of baby education” 4. “Teach your baby what animal makes what sound, what is the correct pronunciation of its name, how to say its name in foreign language, how to write the name.” 5. “Help your toddler to develop fine motor skills” 6. “We have tested this app and the babies and parents simply love it!” 7. “Your baby can even hear the name of animal or tool pronounced in two or three languages, making this an ideal language learning tool (the earlier you introduce a second language, the easier it will be for your child to pick up its unique sounds).” 8. “it will teach them a lot but your child will just think it’s fun!” 9. “We love to build the best learning apps for your kids” 10. “For babies 0-7 years old.” 	<ol style="list-style-type: none"> 1. Unchanged 2. Removed 3. Removed 4. Changed to “Show your child what...” 5. Removed 6. Removed 7. Changed to “Your child can even hear the name of animal or tool pronounced in two or more languages.” 8. Removed 9. Removed 10. Removed
Baby Touch & Hear Musical Instruments ⁷	1-7	Baby Touch & Hear	<ol style="list-style-type: none"> 1. “best game and top fun for the youngest kids” 2. “entertain and educate your baby” 3. “new and innovative form of baby education” 4. “Teach your baby what musical instrument makes what sound, what is the correct pronunciation of its name, how to say its name in foreign language, how to write the name.” 5. “Help your babies to develop fine motor skills” 6. “We have tested this app and the babies and parents simply love it!” 7. “Your baby can even hear the name of instrument pronounced in two languages, making this an ideal language learning tool (the earlier you introduce a second language, the easier it will be for your child to pick up its unique sounds).” 8. “it will teach them a lot but your child will just think it’s fun!” 9. “We love to build the best learning apps for your kids” 10. “For babies 1-7 years old.” 	<ol style="list-style-type: none"> 1. Unchanged 2. Removed 3. Removed 4. Changed to “Show your child what musical instrument...” 5. Removed 6. Removed 7. Changed to “Your child can even hear the name of instrument pronounced in two or three languages.” 8. Removed 9. Removed 10. Removed

⁶ iTunes Preview: *Baby Touch & Hear - Listen Sounds of Animals & Tools - Best Game For The Youngest Kids*, Apple iTunes, <https://itunes.apple.com/us/app/baby-touch-hear-listen-sounds/id418509661> (last visited Aug. 5, 2013).

⁷ iTunes Preview: *Musical Instruments: Baby Flashcards - Best Game and Top Fun for the Youngest Kids*, Apple iTunes, <https://itunes.apple.com/us/app/baby-touch-hear-musical-instruments/id506608787> (last visited Aug. 5, 2013).

Name of App	Target Age	Type	Original Claims	Changes as of 8/12/13
Baby Touch & Hear Safari and Jungle Animals ⁸	0-10	Baby Touch & Hear	<ol style="list-style-type: none"> 1. “best game and top fun for the youngest kids” 2. “entertain and educate your baby” 3. “new and innovative form of baby education” 4. “Teach your baby what animal makes what sound, what is the correct pronunciation of its name, how to say its name in foreign language, how to write the name.” 5. “Help your toddler to develop fine motor skills” 6. “We have tested this app and the babies and parents simply love it!” 7. “Your baby can even hear the name of animal pronounced in two languages, making this an ideal language learning tool (the earlier you introduce a second language, the easier it will be for your child to pick up its unique sounds).” 8. “it will teach them a lot but your child will just think it’s fun!” 9. “We love to build the best learning apps for your kids” 10. “For babies 0-10 years old.” 	<ol style="list-style-type: none"> 1. Unchanged 2. Removed 3. Removed 4. Changed to “Show your child what...” 5. Removed 6. Removed 7. Changed to “Your child can even hear the name of animal pronounced in two languages.” 8. Removed 9. Removed 10. Removed

⁸ *iTunes Preview: Baby Touch & Hear - Safari and Jungle Animals - Best Game and Top Fun for the Youngest Kids*, Apple iTunes, <https://itunes.apple.com/us/app/baby-touch-hear-safari-jungle/id560955666> (last visited Aug. 5, 2013).