

FOR IMMEDIATE RELEASE

## ***BabyGrow* Update Coming Soon to the App Store**

CARMEL, IN - April 3, 2012 - Independent developer Andrew Molloy today announced that *BabyGrow 2*, a significant update to his baby growth tracking app, is coming soon to the App Store. The new version will hit the App Store on April 12, and brings a refreshed user interface and adds several new features, including support for older children.

*BabyGrow* has always been the easiest way for parents to keep track of the growth of their children from birth to age 3. With *BabyGrow 2*, parents will be able to continue tracking their older children as well (via in-app purchase). New growth charts can be personalized with custom symbols and colors, and scale dynamically with the child's age. Charts and data can also 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* will be available worldwide for \$2.99 USD (or equivalent amount in other currencies), 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:

Phone: 512-638-1500

Email: [andy@babygrowapp.com](mailto:andy@babygrowapp.com)

Twitter: babygrowapp

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>