



FOR IMMEDIATE RELEASE

TOP PARENTING NECESSITIES FOR TODAY'S BUDGET

TWO MOM-INVENTED PRODUCTS THAT ARE PRACTICAL, SMART, STYLISH AND FIT THE BILL

SOUTH FLORIDA – Despite the downturn in the economy, couples are still having babies, and are now looking for creative ways to stretch their family dollar while searching for those baby necessities.

Many are turning to two mom-invented baby products to help ease the daily chores of parenting: the My Royal Heinie, downsized diaper purse, and the Baby K'tan Baby Carrier, the only double-sling design carrier on the market.

The patented My Royal Heinie features the built-in Smart Wipes Dispenser, to make diaper changes quick and convenient. Baby K'tan, a cross between a sling and a more structured carrier, features built-in back support without all the confusing loops, snaps or buckles of other carriers.

The days of the \$300 diaper bag are over. Budget-conscious parents are opting for the all-one, machine-washable, and versatile My Royal Heinie diaper purse for all their diapering essentials, selling from \$25 to \$42.

Many moms throw hundreds of dollars away searching for the perfect baby carrier. Look no further than the Baby K'tan, the only double-sling carrier used in hospitals across the U.S. for premies and babies with developmental delays. And the only baby sling to hold twins. It's also reasonably priced between \$39.99-64.99.

The My Royal Heinie diaper purse line and Baby K'tan are now selling their lines together, with matching colors. Where else could you get a baby carrier and matching diaper bag for under \$100?

How to Contact

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BACKGROUNDER ON MY ROYAL HEINIE AND BABY K'TAN

What the experts say about My Royal Heinie

“We encourage moms to find ways to decrease the strain through things like yoga and stretching, and also by choosing the right equipment to help get them through the day,” said Dr. Noel Plasker, a board certified chiropractor and founder of the Family Wellness Center in New Jersey, who treats moms who injured their backs doing routine activities like carrying around children, their strollers and bags.

My Royal Heinie Quick Facts

Daypack features include:

- Fits up to 6 diapers and a large stack of wipes.
- Built-in Smart Wipes Dispenser™.
- Adjustable shoulder strap, to also be worn messenger style.
- Stroller straps for easy attachment.
- Exterior phone/cup pockets.
- Matching changing pad.
- Hand sanitizer clip.
- Water-repellant/stain-resistant; Machine washable.

Wallet features include:

- Fits up to 4 diapers and a large stack of wipes.
- Built-in Smart Wipes Dispenser™.
- Ring clip to hang on stroller.
- Interior pocket.
- Water-repellant/stain-resistant; Machine washable.
- Patented design features Smart Wipes Dispenser, where wipes are loaded and pulled right from bag.
- Line features compact diapering accessories to keep everything you need at your fingertips.

ABOUT TOO HOT MAMMAS, LLC

Too Hot Mammias, LLC is a privately-owned, mom-owned company based in Miami Beach, Florida. Established in late 2006, the company is dedicated to developing products that improve the daily chores of parenting.

The company produces a line of diaper purses and accessories under the brand name My Royal Heinie®, which feature a unique, patented design (U.S. Design Patent Number D582,152), featuring its built-in Smart Wipes Dispenser™ that allows baby wipes to be loaded and pulled directly from the bag. This breakthrough invention eliminates the need to carry wipes in a separate container, making diaper changing faster, easier, smarter.

My Royal Heinie is the brainchild of two mothers who together have changed more than 5,000 diapers, and counting. The product is sold through independent and mass retail stores across the U.S. and Canada, and online including Target.com, Amazon.com, BuyBuyBABY and more. For more information, visit <http://www.myroyalheinie.com>.

What the experts say about Baby K'tan

“Studies have proven that wearing your baby will facilitate mental growth and development, and using a Baby K'tan will promote the carrying for much longer due to its versatile functionality, ease of use and strength limit, as compared to the other carriers on the market,” said Andrew S. Rubin, Ph.D., child psychologist and professor in child development and infant mental health at Nova Southeastern University in Davie, Florida.

Baby K'tan Quick Facts

- Unique double-sling design, a cross between a soft sling and a structured front carrier.
- Used in hospitals across the U.S. for preemies and babies with developmental delays.

- Unique double-sling design enables parents to carry twins hands-free.
- Has a built-in back support band for parents; Second loop acts as nursing cover for moms.
- Carries infants and toddlers in up to 8 positions.
- Made entirely of soft 100% cotton and organic cotton.
- One of Pregnancy Magazine's Best of 2008 Baby Products; Voted "Best Dad Carrier" by GreatDads.com.
- Featured on The Today Show, Redbook Magazine, Urban Baby, iVillage, Parent & Family, Pregnancy & Newborn.

ABOUT BABY K'TAN, LLC

Baby K'tan, LLC, is a privately owned company based in Fort Lauderdale, Florida.

Established in January 2007, the Baby K'tan Baby Carrier was developed by two couples, each raising three kids in Florida. One family has a child with Down syndrome and the other has a child who required heart surgery when he was four weeks old.

The four parents – a day trader, a biologist, an aeronautics salesman, and an attorney -- were driven to invent Baby K'tan when none of them could find an existing baby carrier that suited their babies' needs. The Baby K'tan team proudly devotes a percentage of its proceeds to the American Heart Association and to organizations that assist individuals and families living with Down syndrome.

The Baby K'tan Baby Carrier is available at independent and mass retail stores across the U.S. and Canada, and online at <http://www.babyktan.com>, and in select Target stores.