



Too Hot Mamas, LLC/ My Royal Heinie® COMPANY BACKGROUNDER

Overview

Too Hot Mamas, LLC is a privately-owned company based in Miami Beach, Florida. The company was founded in January 2006 by two mothers who are dedicated to developing products that enhance the lives of other parents and their children.

My Royal Heinie®, a line of diapering organizers and accessories, makes diaper changing faster, easier and more organized with products designed to keep everything you need to change your baby at your fingertips. All products feature the company's patent-pending, built-in Smart Wipes Dispenser™ so baby wipes can be loaded and pulled directly from the front of the bag. This clever invention eliminates the need to carry baby wipes in a separate case or to purchase travel wipes, reducing cost, waste and time.

My Royal Heinie debuted in early 2007 and is currently sold through its own website at www.myroyalheinie.com and a national network of specialty, mass and online retailers. The product has recently been selected by leading retailer Target to be sold in over 300 stores and through Target.com as part of a pilot program promoting products invented by parents.

Patent-Pending Design - The Smart Wipes Dispenser™

My Royal Heinie is a patent-pending product based on its unique design as the only bag to feature an internal wipes dispenser called the Smart Wipes Dispenser™. Wet wipes are inserted through an interior front pocket made from 100% moisture-lock, heat-sealed PVC plastic. Wipes are accessed through an opening in the front of the bag lined with a soft-touch thermoplastic material so wipes are pulled out one-by-one with the ease of just one hand. High-quality "pop-up" style wipes are recommended.

This innovative feature makes My Royal Heinie the most compact, integrated diaper changing product on the market.

Mom-Invented

Products invented by moms and dads are leading one of the fastest growing segments of the juvenile products industry. My Royal Heinie is the brainchild of two mothers who collectively have changed over 5,000 diapers and counting, created out of the need to find a better way to do diaper duty.

The product has been selected by leading mass retailer Target, selling in over 300 stores across the U.S. as part of a program to promote baby products invented by parents.

Company Bios

Denise Goldman, Co-Founder

A first-time entrepreneur, Denise brings her years of training as an English teacher in New York City's public schools to the business world. After the birth of her son in 2005, she and her husband relocated to Miami. Living an active, outdoor lifestyle, Denise began searching for baby products that helped keep her organized and ready to go. She developed My Royal Heinie as the answer for other parents who are looking for a better way to pamper their babies. Denise holds a B.S. in Communications from Boston University and a Masters in English Education from New York University.

Karen Rappaport, Co-Founder

Karen has over twelve years experience in public relations and marketing, as both a freelance consultant and with New York-based advertising and PR firms specializing in consumer and technology companies. She has worked on strategic planning and communications programs for such companies as 1-800-FLOWERS, Priceline.com, Olympus and many more. After moving to Miami from New York with her husband and two young children, she decided to put her consumer marketing experience to work developing products that improve the daily chores of parenthood, and co-founded Too Hot Mamas, LLC in September 2006. Karen has a B.A. in Journalism from New York University and an MBA in Marketing from Fordham University.

CONTACT:

Karen Rappaport

Mobile - 786.395.3763

Office - 305.395.6952

karen@myroyalheinie.com

For Hi-Resolution Photos visit www.myroyalheinie.com/press/kit