

PRESS RELEASE

OR IMMEDIATE RELEASE

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Introducing...

[bump]

baby under manufacturing process

[bump] – baby under manufacturing process, a sexy, comfortable and hip maternity line that offers fun and fashionable pregnancy apparel with a twist. [bump] offers a variety of garments perfect for expecting mothers, materni-t's for papas-to-be and baby products for the [bump] in question.

Business-owner, wife and mother of two, Australian Renae Plant was like many expecting mothers who found maternity fashions just plain drab. To make matters worse, there was nothing that catered for the first 4-5 months of pregnancy before the [bump] finally popped. "I wanted to scream to everyone that stared at me, 'I'm not fat...[bump] on board!' My solution was to create my own pregnancy wear with that statement on my expanding belly--that way there was definitely no confusion!" Renae explains.

Designed in her Los Angeles home-office, Renae's line includes materni-t's, materni-tanks, materni-maroc long-sleeved thermals, materni-mens t's, materni-yoga pants, materni-hats, [bump] bling coffee mugs, [bump] preggy bands that prevent morning sickness, baby [bump] wraps and [bump] hip carriers.

The [bump] line features its trademark [bump] on every one of the designs, mixing it with funny, sassy, bold statements. For the pregnant mama, some of the sayings on the **materni-t's** and **materni-tanks** include:

"[bump] baby under manufacturing process" (adorned with Swarovski crystals)

"[bump] boot camp"

"I'm not fat [bump] on board"

"[bump]²" (for twins)

"[bump] in the oven"

"#&@%! this [bump] has gotta come out where?!"

"I (heart) my [bump]"

"post [bump]"

Renae was inspired to create the last design when someone approached her mere days after she gave birth to her daughter and said, "Oh, she's gorgeous...and you're already expecting another?"

These materni-t's were gifted to Gwen Stefani and Russell Crowe's wife Danielle Spencer while they were pregnant.

The **materni-yoga** line has super comfy pants fabulous for fitness and lounging with a fun "[bump]alicious" across the booty. "Our yoga pants allow the mama

to wear them low rise under the belly or pulled up for extra tummy support.” says Renae.

Not forgetting the dads, the **materni-mens** line has tees featuring sayings like: “Momma + Dadda = [bump]”, “[bump]’s Dad”, “without ME there would be no [bump]” and “sympathy [bump]” which are perfect for the papa-to-be.

Our **Preggy Band** is a very easy to use, absolutely safe, drug-free way to instantly reduce morning sickness. Simple, yet highly effective, it uses an elastic wristband with a plastic stud to apply acupressure on the P6 (Nei-Kuan) meridian point. The positive effects of acupressure are scientifically proven and were first recognized in the United Kingdom by the late Professor John Dundee from Queen’s University, Belfast. In 1988, his report in the *Journal of the Royal Society of Medicine* showed that women who wore acupressure wristbands during their pregnancy suffered significantly less nausea and vomiting than those who didn’t. “It’s adorned with Swarovski crystals to make those days of morning sickness a little less dreary” Renae says.

The **[bump]** line has two exceptional baby carriers for both mamas and papas:

Baby [bump] wrap applies the same techniques used by mothers in India and Africa by using 6 yards of fabric to wrap your body and carry your baby in four different hands free positions: Womb style, heart to heart, facing out to the world and the hip hammock. “The baby [bump] wrap makes it very easy to discreetly breastfeed in public,” Renae explains. “When the baby’s not inside the pouch, it also doubles as a cool top.” The black baby [bump] wrap comes adorned with Swarovski crystals, making it a super-fashionable baby sling.

Our **[bump] hip carrier** is exclusively imported from the UK and is ideal for carrying babies 6 months to 4-years-old. Its foam seat sits comfortably on the hip and supports your lower back, allowing you to stand straight. You’re able to carry your kids for hours, as you don’t have to push your hip out or use your upper body to hold them. Renae even climbed a peak at Yosemite using it!

Other items to complete the line include pink and blue bling coffee mugs which make a great fashion accessory for hip mamas on the go.

For more information, please visit our website www.bumpbabies.com

For a **FREE** “[bump] baby under manufacturing process” materni-tee to give away to one of your lucky subscribers, please send the enclosed reply card to [bump] babies, 4309 Price St., Los Angeles, CA 90027. PH: (310) 346-1303. Replies must be received by August 30, 2006.

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