



## **BABY K'TAN AND MY ROYAL HEINIE PARTNER UP WITH THREE COORDINATING LINES**

*Baby carrier and diaper purse are cross-selling in stores and on Web sites*

SOUTH FLORIDA – The one-of-a-kind double-sling Baby K'tan Baby Carrier and patented My Royal Heinie diaper purse, two mom-invented products, team up with matching colors, and are now selling three of their lines together.

Where else could you get a baby carrier and matching diaper bag for under \$100?

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 patented My Royal Heinie features the built-in Smart Wipes Dispenser, to make diaper changes quick and convenient.

The two manufacturers are teaming up with three complementing product lines:

- Commando (Camouflage/Red) Purse/Camouflage Carrier
- Taxicab (Black/Yellow Print) Purse/Basic Black Carrier
- Chocolate Kiss (Brown/Pink) Purse/Pink with Brown Stitch Carrier

The product sets will be offered in retail stores for \$89.99. They can also be found for sale at:

[www.myroyalheinie.com](http://www.myroyalheinie.com) and [www.babyktan.com](http://www.babyktan.com).

Baby K'tan and My Royal Heinie will be showcasing their matching lines at the Americas Mart/Apparel Mart, March 27-30, 2009, in the Green Associates Maternity Showroom, Suite 13W363 and at the All Baby & Child Spring Conference, May 4-7, 2009, at the Kentucky International Convention Center.

“When you're carrying your baby, you don't want a heavy bag weighing you down,” says Michal Chesal, Baby K'tan president.

My Royal Heinie is the perfect complement to the Baby K'tan -- two smart products invented by moms who know.

“Just like when you match your diaper bag to your stroller, the on-the-go mom can now match her diaper purse with her baby carrier,” says Karen Rappaport, My Royal Heinie co-founder.

### **How to Contact**

Publicity: Carrie Ann Perez, 954.961.3089, [carrieperez@bellsouth.net](mailto:carrieperez@bellsouth.net)

My Royal Heinie: Karen Rappaport, 305.395.6952, 786.395.3763, [karen@myroyalheinie.com](mailto:karen@myroyalheinie.com)

Baby K'tan: Michal Chesal, 954.889.5666, 954.614.3528, [michal@babyktan.com](mailto:michal@babyktan.com)

### **BACKGROUND ON MY ROYAL HEINIE AND BABY K'TAN**

### **BACKGROUND ON MY ROYAL HEINIE**

### **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

### **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.
- Only sling that carries twins.
- Has a built-in back support band for parents and carries infants and toddlers in up to 8 positions.
- Featured on The Today Show, in Redbook, The Miami Herald, Urban Baby, iVillage, South Florida Business Journal, Parent & Family, Pregnancy & Newborn.
- Voted “Best Dad Carrier” by GreatDads.com; One of Pregnancy Magazine’s Best of 2008 Baby Products.

### **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 retails stores across the U.S. and Canada, and online at <http://www.babyktan.com>, and in select Target stores.