



my royal heinie®

**FOR IMMEDIATE RELEASE**

**CONTACT:**

**Karen Rappaport**

**Mobile - 786.395.3763**

**Office - 305.395.6952**

**[karen@myroyalheinie.com](mailto:karen@myroyalheinie.com)**

**MY ROYAL HEINIE® LINE OF DIAPERING ACCESSORIES  
LOWERS PRICES AND ADDS FEATURES**

**MIAMI BEACH, FL** – My Royal Heinie®, the line of patented, mom-invented diaper purses and accessories featuring a Smart Wipes Dispenser™, has announced a 15% reduction in pricing, passing economies of scale achieved by the company on to retailers and consumers.

Available in two styles, My Royal Heinie products are designed to make diaper duty easy, with everything you need to change your baby at your fingertips.

**The Daypack diaper purse is now \$34.99 MSRP (formerly \$42.00). 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

**The Wallet, the ultimate diaper/wipes organizer for inside any bag, is now priced at \$19.99 MSRP (formerly \$25.00). Features include:**

- Fits up to 4 diapers and a large stack of wipes
- Built-in Smart Wipes Dispenser™
- Ring clip to hang on stroller, or clip on hand sanitizer
- Interior pocket
- Multiple uses include Potty Training Bag, Snack Bag, Toy/Hobby Bag, Make-up Case
- Water-repellant/stain-resistant; Machine washable

**Wipes Help Keep H1N1 Germs Away**

With the flu season in full swing and the current rise of H1N1 and other viruses, wipes are being used more than ever. All products feature the company's patented design of the 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.

#### **New Feature, Personalization Options**

The company also added new monogramming options, with many styles to choose from to add personalization and embroidered designs. Customers can customize their purchase through the company's website at [www.myroyalheinie.com](http://www.myroyalheinie.com), or through participating retailers. Retailers who would like to participate in the monogramming program can contact My Royal Heinie for more information.

#### **ABOUT TOO HOT MAMMAS, LLC**

Too Hot Mammias, LLC is a privately-owned, mom-owned company based in Miami Beach, Florida. Established in January 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 Amazon.com, BuyBuyBABY and more. For more information, visit <http://www.myroyalheinie.com>.

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