

For Immediate Release

SIMPLE WISHES, The Innovative Solution to Hands Free Pumping Is Now Available at Motherhood Maternity®.

San Francisco, CA (September 22, 2009) —Simple Wishes, known for their recently launched Hands-Free Breast Pumping Bustier announces its arrival at Motherhood Maternity®. The innovative Bustier is now available in all Motherhood Maternity stores, including those within Destination Maternity stores, across the United States.

For every mother who has ever wished she could be in two places at once, that she had an extra set of hands, or just that she could manage her hectic schedule and still find time for herself, Simple Wishes has created a hands-free breast pumping Bustier that is the simple solution she's been waiting for.

The brainchild of four sisters with one vision, Simple Wishes Bustier offers a hands-free way to pump -- allowing multi-tasking moms the chance to be more productive while they pump.

The Simple Wishes Bustier is grounded in the innovative, thoughtful design. While luxury lingerie may not be an option during those nursing days, the stylish sisters behind Simple Wishes wanted women to feel as pretty as possible while pumping. Hence, aesthetically pleasing materials and cuts were incorporated into the Simple Wishes Bustier.

The Simple Wishes Hands-Free Bustier is a quality, affordable alternative to the fussy and unflattering hands-free bras already on the market. Either saving the on-the-go mom's much-needed time, providing a break from holding a breast pump, or allowing time for one's self or for nurturing a newborn, Simple Wishes has developed the answer for the new mom.

Designed as a Bustier with adjustable panel to provide a snug fit around the rib cage, and adjustable straps to provide the right amount of support, the Bustier made of cotton and spandex ensures a functional and comfortable fit.

Environmentally conscious packaging and a commitment to charitable organizations are the icing on the cake for this "you can do it all" new mommy must-have. While Simple Wishes may simplify a woman's life, there's nothing simple about the attention to detail that went into this design.

Whether a woman wants to read a paper to catch up on current events, put the finishing touches on a big presentation, or simply sip a cup of tea while visiting with her sisters, Simple Wishes is the pumping solution that nurtures her needs.

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About Simple Wishes

With years of combined experience at Gap®, Banana Republic® and Old Navy® behind them, sisters and mompreneurs Debra, Lydia, Joy and Keren were seamlessly suited to create and produce the new mom friendly Bustier. With the bond of sisterhood, these four spirited, successful young women set out to create a product that they – as new mothers – felt was missing from the market. Now, with the launch of Simple Wishes, each sister has brought out her unique strength in the areas of apparel production, operations, web design and sales to make this family business thrive all while mixed with love, laughter and loads of creativity.

About Motherhood Maternity

Dressing over two million new moms-to-be each year, Motherhood Maternity® offers an extensive breadth of quality hot fashions at everyday low prices especially created for the young and fun expectant mom. Motherhood Maternity can be found nationwide, in Canada, Puerto Rico, Guam and in all Destination Maternity® stores. For store locations or to shop online or by phone, visit www.motherhood.com, www.motherhoodcanada.ca or call 1.800.4MOM2BE.

