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For Immediate Release

## A MOM'S SIMPLE WISH IS BORN

### *Introducing the Simple, Yet Stylish Solution to Hands Free Pumping*

San Francisco, CA. (March 2009) - From the day her child is born, a mom works hard to make sure all of her baby's wishes come true. But what about mom's simple wishes for herself? For every mother who has ever wished she could be in two places at once, or 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 is the solution she's been waiting for.

The brainchild of four sisters with one vision, Simple Wishes Hands Free Pumping Bustier offers a hands free way to breastpump, allowing multi-tasking moms the chance to be more productive while they pump. Grounded in innovative, thoughtful design, Simple Wishes Hands Free Pumping Bustier is an affordable and quality alternative to the fussy and unflattering nursing-intimates already on the market. Either saving the on-the-go mom's much needed time, or to provide a well deserved break from holding a breast pump and allowing time for one's self, or nurturing a newborn, Simple Wishes has developed the answer for the mom who is not one to sacrifice style for function.

Beyond comfort and convenience, is a focus on fit and fashion that makes Simple Wishes soar above the competition. Designed as a bustier, adjustable straps and the option to wear the bustier many different ways ensures a flattering fit no matter how full a woman is at the time. And while luxury lingerie may not be an option during these nursing days, the stylish sisters behind Simple Wishes wanted women to feel as pretty as possible while pumping. Hence, aesthetically pleasing materials and stylish, functional designs were incorporated into the Simple Wishes Hands Free Pumping Bustier.

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. Because while Simple Wishes may simplify a woman's life, there's nothing simple about the attention to detail that went into this design.

With years of combined experience at Gap, Banana Republic and Old Navy behind them, sisters Debra, Lydia, Joy and Keren were seamlessly suited to create and produce this professional-mother-friendly product. And 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.

"Simple Wishes is just a continuation of this life-long trend of sharing experiences together," said Lydia.

So 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.



## ABOUT THE PRODUCT

Four savvy sisters with a shared vision have created a simple solution for new moms, offering a chic new hands free pumping Bustier for moms not interested in forsaking style for ease. Simple Wishes Hands Free Pumping Bustier allows multi-tasking moms the chance to be more productive while they pump, or simply to take a breath and recapture a moment for themselves. Stylish and functional and grounded in innovative, thoughtful design, the Bustier is an affordable and quality alternative to the fussy and unflattering hands free alternatives on the market. Simple Wishes is the pumping solution that nurtures a new mom's needs.

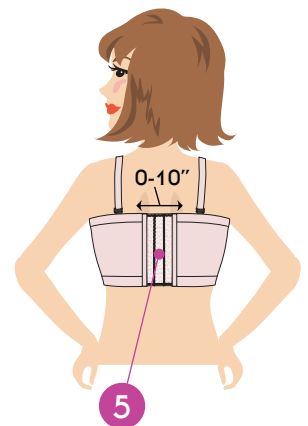
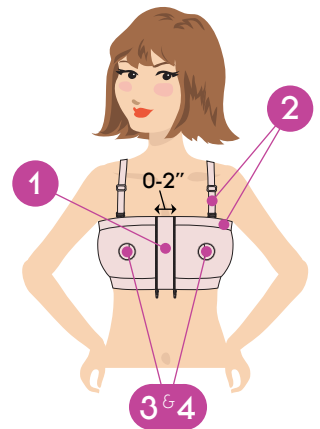
**1. ACHIEVE A TIGHT SEAL** – Every body is different, therefore we've created a fit that is adjustable for your unique body. With two front zippers the Simple Wishes Hands Free Pumping Bustier allows you to move the breast shields closer together or further apart by 2 inches, creating a perfect fit just for you.

**2. MANY WAYS TO WEAR** – The Simple Wishes Hands Free Pumping Bustier has been designed with elastic reinforcement at the top for a secure fit, ensuring no slipping. For additional security the versatile Bustier comes with two straps which can be worn in halter, tank or racerback style.

**3. FOUR WAY LAYERING SUPPORT SYSTEM** – Secure and maintain a tight seal for breast shields.



**4. COMFORTABLY WEAR ALL DAY** – For day wear, simply slip nursing pads behind the breast shield holes and comfortably and confidently wear the Bustier throughout the day as a bra.

**5. MAINTAIN A PERFECT FIT OVER TIME** – The Simple Wishes Hands Free Pumping Bustier will adjust to the ever-changing needs of a mom. For those full, and not-so-full times and the changes of size increase or decrease over time, the Bustier's velcro back panel allows you to adjust the ribcage band size by 10 inches to adapt to your needs.



The Simple Wishes Hands Free Pumping Bustier design supports hand compression and massage for maximum expression/milk production. Simply unzip the Bustier from the bottom up to loosen the band, which creates hand access to the breast. For a short video detailing HOP please visit [www.breastmilkssolutions.com](http://www.breastmilkssolutions.com).

How to use:



**F**irst, determine what width you need to suit your body.

Need a little more help? See size chart for details.

Then, place velcro on back panel.

*...see how easy that was?*

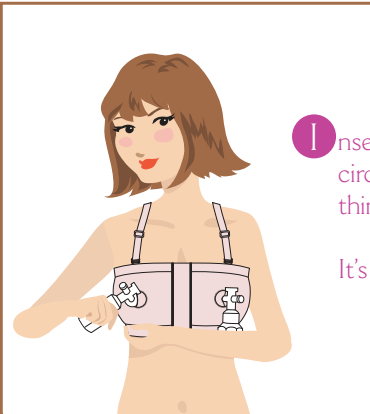


**I**t's almost custom! See how easy it is to adjust this bra to fit your body.

There are two settings to ensure it's snug and comfortable all at the same time.

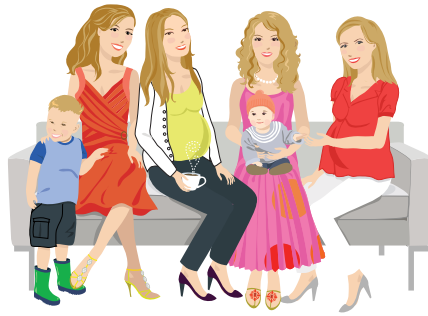
Now you can multi-task, all hands free!

*...don't you wish everything was this simple?*



**I**nsert each breast shield/flange into the circular opening. Now you can do two things all at once!

It's that simple! Some wishes do come true!



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## FOUR SISTERS, ONE VISION

*The story behind Simple Wishes' female founders*

There's undoubtedly something special about the bond between sisters. So when four spirited girls who grew to be successful young women decided to create a product that they - as new mothers - felt was missing from the market, there was quite simply no stopping them. Though the connection of this foursome is the foundation for their company, each sister brings her own unique strengths and talents to the table - resulting in a powerful professional force mixed with love, laughter and loads of creativity.

### **DEBRA**, *Co-Founder/Luke's Mom*

The shopper of the family, Debra has an appreciation for beautiful things. So it's no wonder she's responsible for production and development for Simple Wishes - helping to ensure that their products are not only functional, but aesthetically pleasing as well. Pilates, traveling, cycling and dining out are Debra's other favorite pastimes - all of which she enjoys even more when her sisters are there to experience them with her.

### **JOY**, *Co-Founder/Mom-to-be*

When she's not exercising, Joy is likely to have her nose in a book, tuning out the world around her and allowing herself to get lost in a tale of romance, mystery or adventure. Responsible for business development and customer support for Simple Wishes, Joy hopes to see all of her creations (babies and businesses!) create a positive impact on the lives of others.

### **KEREN**, *Co-Founder/Logan's Mom*

Merchandise by day and mother all the time, Keren relishes in the chaotic, unpredictable, crazy and fun. Drawing on her experience managing Old Navy's maternity division, Keren is responsible for technical operations for Simple Wishes. She can find the humor in almost any situation, and relies on her new passion - running - to help keep her on her toes.

### **LYDIA**, *Co-Founder/Noah's Mom*

Lydia, a recent Columbia University graduate, has spent a lifetime being practical, prepared, and accountable, so it's no wonder this savvy sister is responsible for the finance and business operations for Simple Wishes. But when she's not problem solving or accomplishing goals, Lydia is living life to the fullest with beauty and zest - her happiest moments spent with her new baby boy and her family and friends.



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## FACT SHEET

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**COMPANY:** Simple Wishes

**WEBSITE:** [www.simplewishes.com](http://www.simplewishes.com)

**PHONE:** 1.888.324.WISH (9474)

**FOUNDERS:** Debra Abbaszedah  
Joy Kosak  
Keren Jozwiak  
Lydia Bartoszek

**PRODUCT:** Simple Wishes Hands Free Bustier



3:00 AM

With Simple Wishes at least one of you can sleep like a baby.



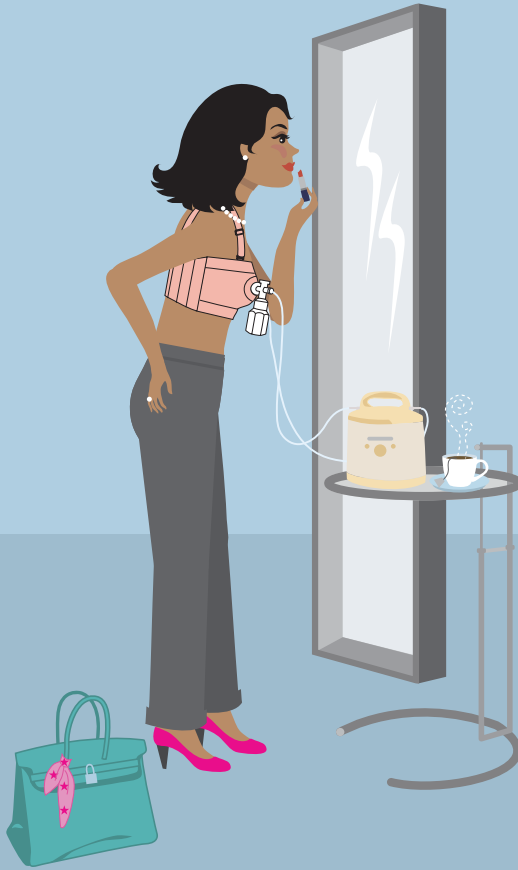
*\*breast pump is not included*

 simple wishes

[www.simplewishes.com](http://www.simplewishes.com)

7:00 AM

Simple Wishes makes it possible to do two things at the same time.



*\*breast pump is not included*

 simple wishes

[www.simplewishes.com](http://www.simplewishes.com)

2:00 PM

Only 20 minutes of down time? Simple Wishes Hands Free Bustier.



*\*breast pump is not included*

 simple wishes

[www.simplewishes.com](http://www.simplewishes.com)

**7:00 PM**

Home at last with your biggest fan. Simple Wishes nursing bra collection coming soon. Visit [simplewishes.com](http://simplewishes.com) for updates.



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[www.simplewishes.com](http://www.simplewishes.com)

9:00 PM

Simple Wishes helps create quality time for all your children.



*\*breast pump is not included*

 simple wishes

[www.simplewishes.com](http://www.simplewishes.com)