



Press Release

Peek Away has earned the coveted Parent Tested Parent Approved (PTPA) Seal of Approval

September 13th, 2011 Peek Away is excited to announce that the Peek Away Traveling Nursing Pillow Handbag has been awarded the PTPA Winner's Seal of Approval. PTPA Media has North America's largest volunteer parent testing community, with over 40,000 parents.

Consumers looking for high-quality products and services can rest assured when they see the PTPA Winner's Seal; its evidence of product excellence as evaluated by unbiased parent consumers.

Peek Away's Multipurpose Nursing Pillow that transforms to become a diaper changing pad with built-in wipe case was among many entries from across North America competing to earn the PTPA™ Seal. Because independent parent volunteers evaluate these products in their own homes, PTPA winners are chosen based on merit and consumer experience – not on commercial considerations. As a result, the PTPA Media™ Seal has quickly gained recognition as an international leader in certifying consumer products for quality, effectiveness and value. Their CEO, Sharon Vinderine has appeared on over 40 morning shows as a reliable source for the latest and greatest in family products. The media and parents alike trust the collective opinion that PTPA Media represents.

Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children or parents. "It's an honor to have received this seal for Peek Away. We developed Peek Away Nursing Kits out of necessity with the birth of our second son. Breastfeeding was not easy for my wife especially when being on the road a lot. I would watch her roll up a jacket in a parking lot or restaurant to help support our son during feedings. Both of us knew there had to be a better way of taking care of a baby's needs when traveling or on outings. Peek Away has everything a nursing mom needs in one fashionable handbag giving both mom & baby a secure comfortable feeling when breastfeeding in public." ~ Glen Sanders

"At PTPA Media, we are proud to play a role in certifying innovative products that families can trust," says Sharon Vinderine, CEO and founder of PTPA Media Inc. "When consumers search for our Seal of Approval on product packaging and web sites, they are essentially searching for validation from their peers. Their peers will have objectively tested and approved these products based on their performance in a real life environment. That type of resource for families is priceless."

PEEK AWAY

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About PTPA Media Inc.

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve consumer access to quality products and services for their families and homes.

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