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Peek Away® Introduces Its New Designer Nursing Pillow Handbag

September 23ʳᵈ, 2011 Peek Away**®** will unveil its new Travel Nursing Pillow Handbag to retailers at the All Baby & Child (ABC) Expo in Louisville, Kentucky. Its fresh new look is exactly the type of product consumers expect to find at the ABC Show. It's original design makes our unique product multi-use. It's truly one of a kind.

This new line from Peek Away® has added convenient features that improve the comfort in nursing and adds ease for traveling. For comfort, the pillow's width has been increased to help support the baby. The matching nursing cover, included in the kit, has a removable strap, which can be used to wrap around mom's waist to keep the pillow in place or stay on the nursing cover. The nursing cover has soft velvet-like inside pockets that can be used as burping cloths. When in travel mode, the nursing strap can be used to carry the pillow like a handbag.

The pillow still has the convenient built-in wipe case, which can now be removed for easier refilling and when washing the pillow. Two small pockets have also been added to the pillow for storing keys, a cell phone and other small necessities in addition to the built-in storage compartment for storing diapers, the nursing cover and a change of clothes.

Peek Away® offers three beautiful modern fabrics to choose from. Come by booth 1223 to get an on-hands demonstration of how this product works. Peek Away® will be featured in the ABC's Runway Fashion Show and in the New Product Showcase as well.

Be sure to visit booth 1223 and see why Peek Away®, a member of Juvenile Products Manufacturers Association (JPMA), is getting national recognition as this year's 2011 Top Choice Award Winner from *Creative Child Magazine* and the Seal of Approval from Parents Tested Parents Approved (PTPA).

A "MUST HAVE" product for the nursing parent!

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