



NEWS RELEASE

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Peek Away® 4-in-1 Nursing Kit chosen for Baby Maternity's 2013 Top Choice Award
Innovative new nursing kit is a must-have for new nursing mother's on-the-go

MONTERREY, CA – Baby Maternity magazine has named the Peek Away® 4-in-1 Nursing Kit for one of its prestigious 2013 Top Choice Awards. Peek Away® was named as the magazine's top choice in the "Nursing Kits" category.

"Our signature product, the Peek Away® 4-in-1 Nursing Kit, makes such an improvement in the lives of nursing mothers. We are pleased to be recognized by Baby Maternity for their Top Choice Award," said Glen Sanders, President of Peek Away.

Baby Maternity Retailer is the newest trade magazine covering the baby and parenting aids industry. Peek Away® and other 2013 Top Choice Award winners will be featured in the magazine's August 2013 edition.

The innovative Peek Away® 4-in-1 Nursing Kit features a portable nursing cover and pillow, diaper bag and diaper changing pad. This multi-functional product allows mothers to nurse with comfort and privacy or change baby's diaper with all the essentials anytime, anywhere.

Sanders, a father of two young boys, created the Peek Away kit after watching his wife struggle to nurse their boys during frequent family travels.

"The product is personal for our family," adds Sanders. "We understand the struggles of nursing mothers and we are fully invested in the well-being of our mothers and babies who use our product."

The company recently relaunched its website to better highlight the special features of the Peek Away 4-in-1 Nursing Kit. The website (www.peekaway.com) showcases each function of the kit and includes instructional videos and other helpful information for nursing mothers.

More information on Peek Away: www.peekaway.com

More information on Baby Maternity Magazine: www.babymaternityretailer.com

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