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For Immediate Release

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MOM-INVENTED BABY BOTTLE ADAPTERS PROVE THEIR WORTH IN FLORIDA HURRICANE AFTERMATH

(EMAILWIRE.COM, September 09, 2004) HARDEE COUNTY, FLORIDA -- Drinking water and juices are life-sustaining necessities following disasters like the hurricanes that struck the state of Florida in August and September. Fortunately, parents in some local shelters were able to hydrate their infants and toddlers without wasting water by cleaning baby bottles and sipper cups.

Hurricane Charley made landfall in Hardee County, Florida. Drink, Mommy! LLC donated 400 of their Drink-on-the-Go Kits to the Hardee County office of an international service agency. According to a local agency official, parents could have used many more kits.

"The first shipment of your product was gone immediately," said the county service coordinator whose employers requested anonymity. "We have more than 3,000 families affected in our county alone. Because of your donation we were also able to put a case of your product into each shelter we set-up for Hurricane Frances last weekend."

Drink, Mommy! baby bottle adapters allow parents to attach a standard baby bottle top directly onto a single-serving water, juice or sports drink bottle. Drink, Mommy! also provides unique "sipper nipples" to facilitate this convenience for older kids.

The county service coordinator brought the baby bottle adapters to the attention of national service agency officials and national government emergency officials on-site for the hurricane clean-up. The officials echoed their published advice that parents should be prepared with water and supplies in the case of an emergency.

While Drink, Mommy! Drink-on-the-Go Kits are the ultimate in convenience for busy caregivers, recent experience in Florida proved their value as a useful emergency preparedness tool as well. In addition, sick children tend to drink more liquids when handed a "grown-up drink" bottle (water, electrolyte replenishment drinks, juice) with a Drink, Mommy! attached.

Drink, Mommy! Drink-on-the-Go Kits are available on-line at drinkmommy.com and at buybuyBaby stores in New York, New Jersey and Maryland. For photos, samples or more information contact Mark Espenschied, Your Ad Agency, 949.246.2531.

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