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4MOMS LAUNCHES LITTLE ROYAL NEWBORN INSERT

Exclusive Crown Design Available for Limited Time

PITTSBURGH, Penn. – February 5, 2018 – Hear ye! Hear ye! 4moms®, a consumer technology company that makes high-tech baby gear, announced the launch of its Little Royal newborn insert. Available for a limited time, the 4moms Little Royal newborn insert features a gender-neutral reversible design complete with a crown theme. It can be used with any 4moms infant seat, including the mamaRoo4, rockaRoo, and bounceRoo to provide additional comfort and support for newborns and smaller babies.

“This launch is very exciting for us,” said Gary Waters, CEO of 4moms. “It’s our first original themed newborn insert design. We wanted to give our consumers another fun pattern option and thought with the impending arrival of the royal baby, and an anticipated royal wedding, that our consumers would enjoy the timely royal style.”

Little prince and princesses can enjoy a plush, modern grey fabric with a singular embroidered crown on the front of the new insert, and a yellow, grey and white mosaic of crowns on the back. The Little Royal newborn insert is machine-washable and complements the entire 4moms infant seat line.

The Little Royal newborn insert will retail for \$34.99, and will be available for a limited time in mid-April exclusively at 4moms.com and select specialty retailers.

About 4moms

4moms® is a consumer technology company that leverages technology and innovative design to disrupt and redefine existing industries. The company has transformed the baby gear industry with products like the 4moms mamaRoo® infant seat that replicates the bouncing and swaying motions parents make when soothing their babies, the 4moms breeze® playard that opens or closes in one simple step, and the 4moms high chair, which uses magnetic technology to make mealtime easier. The company, founded in 2005 and based in Pittsburgh, Penn., currently sells its products at buybuy BABY, Amazon, Target, and Babies R Us. For more information, visit 4moms.com.

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