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4MOMS® INTRODUCES NEW BREEZE® GO PLAYARD

Brand adds second playard with one-push open, one-pull close technology

PITTSBURGH, Penn. – June 1, 2017 – 4moms®, a consumer technology company that makes high-tech baby gear, launched its second playard, the breeze® GO – an evolution of its classic breeze playard, which makes set up easy with one-push open and one-pull close technology. The new breeze GO will give parents a quick, easy, and safe space for their baby to sleep, wherever they go.

The breeze GO is designed for today's active families who bring their baby on everyday adventures. Whether it's a vacation, a weekend picnic at a friend's house, or a quick trip to grandma's, the breeze GO offers a convenient and safe sleep solution.

"The breeze GO is a simpler version of our classic breeze," says 4moms CEO and co-founder Rob Daley. "We know traditional playards are a hassle to set up, so we're giving our consumers another option to make set-up extremely easy."

The breeze GO comes in a modern grey color, and includes a mattress and a convenient travel bag. Unlike the classic breeze playard, it does not include a bassinet, and has a slightly smaller footprint. A waterproof playard sheet is available and sold separately for \$39.99.

The breeze GO will retail for \$199.99 and is available exclusively at buybuyBaby and on 4moms.com starting in June 2017.

About 4moms

4moms® is a consumer technology company that leverages robotics, 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 self-installing car seat, which correctly installs itself by auto-leveling and auto-tensioning. 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.