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**4MOMS® LAUNCHES mamaRoo®4 INFANT SEAT**

*Proceeds from purchase help support NICU babies & families*

**PITTSBURGH, Penn. – August 1, 2017** – 4moms®, a consumer technology company that makes high-tech baby gear, launched its fourth generation mamaRoo infant seat called the mamaRoo®4. The latest version of the only infant seat that ‘moves like you do’ includes an updated user interface, four new modern fabric designs, and interactive reversible toy balls complete with a crinkle ball, rattle, and reflective mirror. Parents will still be able to select from five unique motions, speeds and sounds, and can control the infant seat using their Bluetooth-compatible smart device.

Additionally, through the end of the year 4moms will donate 4% of sales from mamaRoo4 purchases (up to \$100,000) in the form of mamaRoo infant seats to [Project Sweet Peas](#), a non-profit organization that supports NICUs and NICU families, as part of its new [Project 4](#) initiative. These mamaRoo4s will be placed in hospitals and given to families in need throughout the country.

“We’ve always been a big supporter of NICU families and staff. In fact, the mamaRoo is used in more than 350 hospitals nationwide,” says 4moms President Gary Waters. “Doctors and nurses have found it transformational in caring for preemies and babies with severe conditions. When parents can’t be there or the NICU staff is too busy, the mamaRoo offers a safe and soothing option for the tiniest, fussiest patients.”

“We couldn’t be more excited to partner with 4moms on *Project 4*,” says Sarah King, President & CEO of Project Sweet Peas. “The hospitals and families we serve will benefit so much from this generous donation. The mamaRoo is an important part of a family’s NICU journey, giving babies that natural motion a parent or nurse would make when they can’t be held, and we are so happy that we’ll be able to expand the number of patients and families able to use these amazing infant seats.”

The mamaRoo4 will retail at \$219.99 for the classic version and \$249.99 for the plush version, and will be available at buybuy BABY, Babies R Us, Amazon, Target, specialty stores, and on 4moms.com. For more information about Project Sweet Peas and how you can help support *Project 4*, visit [www.4moms.com/Project4](http://www.4moms.com/Project4).

**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 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.