



Press Release

Sprout Shell has won the PTPA Media Inc. Seal of Approval

May 11th, 2010 Sprout Shell is excited to announce that its Chic Infant Carrier Cover has been awarded the influential PTPA Media Inc's Seal of Approval for excellence in family products.

Consumers looking for practical, high-quality products and services can rest easy knowing that products bearing the PTPA Media "Winner" Seal are all "Parent Tested, Parent Approved™."

Sprout Shell was among many entries from across North America competing to win the Parent Tested Parent Approved™ Seal for the Summer 2010 campaign. Because independent parent volunteers evaluate these products in their own homes, PTPA winners are chosen based on merit and consumer experience – not on commercial considerations. As a result, the Parent Tested Parent Approved™ Seal has quickly gained recognition as an international leader in certifying consumer products for quality, effectiveness and value.

Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children or parents. "We are so happy to have received this distinction. Having the approval from actual parents who used our carrier cover and found it valuable is very exciting," said owner, Sheri Whittaker. "We think the multi-functionality as infant carrier cover, nursing cover and shopping cart cover in one is very valuable to parents today. It's great that through PTPA it will be able to reach the attention of more parents to help them with their children."

"At PTPA Media, we are proud to play a role in certifying innovative new products that families can trust," says Sharon Vinderine, president and founder of PTPA Media Inc. "It's win-win. By improving communication between manufacturers and consumers, we are helping companies serve their market better, and helping families identify products that have been tested and recommended by their peers."

Sprout Shell

Sprout Shell is owned and operated by moms who are committed to bringing parents practical, multifunctional solutions to everyday problems. Their products are made with care using high-quality materials. Sprout Shell is committed to providing peace of mind to parents everywhere through good design and high functionality.

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About PTPA Media Inc.

About PTPA Media: PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve families' access to quality products and services.

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