

For Immediate Release

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SPROUT SHELL RECEIVES THE BABY PLANNERS™ SEAL OF APPROVAL

3-in-1 Chic Infant Carrier Cover Earns Accolade From Discriminating Moms

American Fork, UT (June 25, 2009) – Sprout Shell, a line of 3-in-1 chic infant carrier covers has received The Baby Planners' Picks™ Seal of Approval - an accolade program designed to help expectant parents prepare for their baby's arrival with an exclusive list of products and services chosen based on quality, reliability, value and style.

"Having earned The Baby Planners Seal of Approval is an exciting accomplishment," said Kirsten Reeder, Co-Founder of Sprout Shell. "Their recognition ensures the high quality of our product and reaffirms the company's commitment to helping on-the-go parents cover their little sprouts with style, practicality and ease - without worry!"

More practical than a traditional blanket because of its elastic and stretch, Sprout Shell won't fall off or blow away, and fits over virtually any infant carrier. More importantly, it is the only carrier cover on the market that is also multi-functional. An anytime, anywhere 3-in-1 accessory that is stylish, functional and practical, Sprout Shell can be used as:

- **An Infant Carrier Cover** – Fits over any carrier handle to create a tent-like enclosure that protects infants from the elements and creates privacy.
 - The hole in the top provides a secure grip on the handle and view of the baby inside, while blocking wind, rain, dust, sun and nosy strangers.
- **A Nursing Cover** – By placing the hole over the head and around the shoulders, the Sprout Shell can cover the infant when on the go. The elastic prevents the infant from kicking it off and mom is sure to stay covered too.
- **A Shopping Cart Cover** – Keep infant away from germs found on shopping carts by using Sprout Shell as the barrier. Baby will stay clean, while mom maintains a piece of mind.
 - Can also be used for highchairs.

A money-saving and precious diaper bag-space solution, Sprout Shells can be used from infancy through toddler years, indoor or out. The product retails between \$40-\$50,

is available in a variety of chic and stylish fabrics that are easy to care for and machine washable for convenience.

About The Baby Planners™

The Baby Planners' Picks™ / Seal of Approval Program is an exclusive list of products and services that The Baby Planners endorse based on quality, reliability, value and style!

The Baby Planners showcase hundreds of product picks on their frequent television appearances, magazine features and online. They highlight everything from the tried and true, to the fabulously new and unique on such shows as *Rachael Ray*, *Access Hollywood*, *KTLA's Morning Show*, *iVillage* and most recently on their on-going web-based reality series at DisneyFamily.com. Some of their top picks are also featured in *Pregnancy Magazine*, *The Cradle*, *Tibesti*, *The Bump*, and the *Hot Moms Club* where they are featured columnists and experts.

For more information on The Baby Planners and the Seal of Approval Program, visit www.TheBabyPlanners.com.

About Sprout Shell

Sprout Shell is a privately owned and family operated company run by moms, for moms. The company was founded in an effort to create a product that would keep babies everywhere protected from the elements and nosy strangers while on the go.

An infant carrier cover that attaches securely over any size infant carrier within seconds, Sprout Shell is the only 3-in-1 multi-purpose accessory on the market that combines style with functionality and practicality.

Visit www.SproutShell.com for more product information and selections.

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