

Published January 2007

EXTRA TOUCHES: Belly Ups... Cargo Cutie ... Oopa Baby... Mia Bossi

Belly Ups: Baby is a Star, Inc., kicked off 2007 by expanding it's **Belly Ups** brand into the San Francisco based **Babycenter.com**, a leading resource for expectant and new parents.

Babycenter.com will feature **Belly Ups** at the retail price of \$12.95 and will offer the product in black and in nude.

"**Babycenter.com** is the perfect place for **Belly Ups**" said Laura Kronen, founder of the brand. "Because of its focused market and excellent reputation, we're eager to work with [them] and feel confident that [they] will give us an even greater reach for our product..." she said.

"Every woman's body is different when pregnant and most women have a problem with the fit of their pants. **Belly Ups** easily solves that problem."

Belly Ups are mini-suspenders that attach from your bra to your waistband and provide the answer to many maternity clothing dilemmas. They keep under-the-belly pants up, bras in place and skirts from spinning. They have been quickly deemed a "must have" in the maternity marketplace. bellyups.com