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For immediate release:

Today is a great day to go Belly Up!

Founder and creator of the hit video series  
Baby Road Trip  
unveils an innovative maternity "must-have" accessory!

### INTRODUCING BELLY UPS!

(June 1, 2006) Ask any mommy-to-be if she has a problem with her pants staying up and you will get an overzealous "YES!" answer. Low-rise pants are what's hot in maternity fashions, but the reality is, they do not stay put on your hips and instead, inch their way down as you walk. It is uncomfortable and unflattering!

Now that problem is eliminated with Belly Ups! Belly Ups keeps your low-rise pants up! Undetectable under clothing, completely comfortable to wear, and not at all damaging to even the finest apparel, Belly Ups will be a "must have" for any woman with a bump! And they work with skirts or shorts, just as well! Unlike other maternity accessories on the market, Belly-Ups are incredibly discreet and work with any outfit you might put on! No extra bulk or layers! No tight bands around your belly! It is maternity's answer to wearing a belt!

Belly Ups is a product developed by Laura Kronen and her company, Baby is a Star, Inc. Baby is a Star designs and manufactures innovative maternity and children's products. Kronen is also the creator and founder of the infant and toddler video series and brand, Baby Road Trip. She is 36 years old and originally from New York City, but now resides in Atlanta, Georgia with her husband and 2 young sons.

While newly pregnant with her second son in 2005, Kronen was quickly reminded of the bouts of frustration she had with the fit of her maternity clothing during her first pregnancy. All of her pants and skirts would not stay put on her hips. They would fall down, spin around, and just not look flattering. From the most expensive 7 For All Mankind Jeans to Old Navy cargo pants, the pants would creep down and start sagging as she moved about. Tired of always tugging and pulling them up, Kronen put together a "suspender of sorts" that attached to her bra and to the top of her pants, and she started wearing them everyday. No one saw what she was wearing (except her doctor at her prenatal appointments!), and best of all the unique creation worked with pants, skirts, shorts – you name it! The sagging problem was history! Kronen started asking other pregnant women if they had the same issues, and they did. Belly Ups was born!

Belly Ups is patent pending and will be available at maternity stores nationwide starting early Fall 2006 and online at [www.bellyups.com](http://www.bellyups.com). Suggested retail price of \$13.00

For more information on Belly Ups, to obtain high-resolution images of the product, or to schedule an interview with Laura Kronen, please contact her at 917-861-4750 or at [laura@babyisastar.com](mailto:laura@babyisastar.com).



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