

PR Newswire - Press Release

A Functional Hands-Free Child Carrier with Lumbar Support for the Sophisticated Parent
by PortaMEe(TM)

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NEW YORK, Nov. 9 /PRNewswire/ -- Enjoy the holidays with hands-free shopping and travel with a stylish and functional child carrier with lumbar support for the sophisticated new parent.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20061109/NYFNSR31>)

Heartbeat Products, LLC. has created PortaMEe(TM), a baby carrier with ergonomic lumbar support to reduce back fatigue and it has a gel padded shoulder strap for extra comfort. PortaMEe is style meets function in baby carriers. See <http://www.portamee.com>.

PortaMEe provides effortless convenience and is ideal for travel for parents with children ages five months to three years or 35 lbs. It is light-weight and holds plenty of baby gear for parents on the go. This carrier boasts fine fabrics, easy-to-reach pockets for your mobile phone, Blackberry, wallet, and even an insulated bottle holder and detachable hooded cape.

The child carrier is trouble-free when your arms are otherwise occupied, and easily holds diapers, boarding passes, identification and even a disposable changing pad.

Its modular design supports your body, but does not sacrifice your sense of style. The lumbar flexible orthopedic support bars promote proper posture and body alignment; its lumbar padding and breathable mesh lining maximize comfort so you can carry your child with ease.

PortaMEe's chic aesthetic is constructed using the finest materials -- honeycomb gel padded shoulder strap, luxurious soft micro-suede, high-end rainwear, and top grade leather trimming. PortaMEe is already developing a following from both celebrity mothers and fathers!

As a working parent on the go, Robin Stein conceived and created the PortaMEe(TM) design, in response to the void in the marketplace for a baby carrier that was attractive, provided eye-contact, as well as lumbar support for common back fatigue and discomfort. Jennifer Gilbert, an award winning entrepreneur and founder of SAVE THE DATE(R), understood the need of providing customized solutions and trending in the marketplace

and joined forces with Robin to pioneer PortaMEe(TM). With Jennifer's business savvy and entrepreneurial drive, and Robin's product development expertise, both have produced the only ergonomic lumbar support patented child carrier that enables a parent vital eye-contact while carrying a baby completely hands-free.

Heartbeat Products, LLC. develops and patents unique high-quality products. PortaMEe(TM) was founded in 2006 as a brand that represents function, style, and safety. PortaMEe is sold at Bergdorf Goodman, Neiman Marcus, Giggle, and <http://www.portamee.com>.

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