

News Release

Attention Fashion, Parenting, Home and Life Editors

Mama's got a brand new bag!

Las Vegas, September 1, 2008 – This Fall we will be celebrating the arrival of the City Satchel at the 2008 ABC Kids Expo. The ABC Kids Expo, the premier juvenile products specialty show in the U.S., is the ideal location to launch the new collection of City Satchels.

Offered in chocolate brown and black leather with contrast stitching, the City Satchel is the most unique diaper bag-in-disguise, to hit the fashionable-mom-and-baby-gear market. The convertible polished hardware allows you to go from an **over-the-shoulder-tote** to a **back-pack** in two clicks, for that hands free option moms love. Posh Mom has once again proven that moms don't have to give up their sense of fashion for a functional diaper bag. The uber chic design combined with the most beautiful pebble grain genuine leather or metallic leatherette make this the envy-bag of the season. Prices range from \$199.99 for leatherette to \$399.99 for genuine leather.

"Our our product line is constantly evolving to keep up with the demands of today's parents," says owner Sherri Ground. "The gorgeous leather and metallic fabrics are exquisite, durable and conveniently wipeable."

"I just got my bag and it is so beautiful that I just had to send a message of thanks" says one Posh Mom fan. "The materials are so nice, it is made so well...thank you, thank you, thank you! I am proud to carry it and so glad that I found it. Excellent product, excellent service. You have been a pleasure to work with, I will spread the word."

Posh Mom products are constructed from top quality designer fabrics and high end leather; all hand made in Canada. Price points range from \$20 to \$400 CAD. For a list of Posh Mom retail locations, visit www.poshmom.ca or contact the designer directly at info@poshmom.ca.

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About Posh Mom:

Posh Mom is based in the picturesque town of Stratford, Ontario, Canada. Owner and designer, Sherri Ground has always loved fashion. As a graduate of Ryerson University's School of Fashion, with years of experience as a retail buyer and product developer, Ground applies her expertise in the retail industry to offer fashionable moms and dads an alternative to the traditional diaper bag. Posh Mom can be found in boutiques and specialty stores around the world.

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