



PRESS RELEASE

New Years' Babies and Their Moms to Receive Free Breastfeeding Treatment

Maternal Care Aims to Help More Moms Experience Successful Breastfeeding

ATLANTA, Ga. (December 30, 2003) - In an effort to help more new moms increase their chances of breastfeeding success, Maternal Care, the makers of patent-pending BustBuddies, is providing their breast gel packs free of charge in a special New Years Day program for hospitals nationwide. Women who give birth to babies on January 1st in participating hospitals will receive a free pair of BustBuddies, a breakthrough treatment that is a more convenient, safe, comfortable and comprehensive solution to traditional frozen peas and cabbage leaf remedies. One of the best-ever medical inventions for breastfeeding moms, BustBuddies are all-in-one, soft, warm/cool gel packs designed specifically to ensure the success of women's breastfeeding experience and enable more babies to benefit from breastfeeding-related health benefits, BustBuddies effectively treat common breastfeeding conditions.

"We are thrilled to be offering this special New Years Day Program and to aid women in their desire to provide the best to their newborn babies," said Whitney Noonan, president of Maternal Care, Inc. and the inventor of BustBuddies. "We have received a tremendously positive response from moms and medical professionals alike and are excited to extend the benefits of BustBuddies to more moms and babies."

BustBuddies Effectively Treat Breastfeeding Conditions

BustBuddies' unique circular design easily conforms to women's breasts to effectively reduce inflammation and increase circulation to relieve a wide range of common breastfeeding conditions during a women's total breastfeeding cycle including:

- engorgement,
- breast soreness from frequent nursing or pumping,
- mastitis or breast infection;
- and plugged ducts.

In addition, using BustBuddies warm immediately prior to feedings encourages milk flow for better feedings and can help prevent plugged ducts and mastitis. During the weaning process, BustBuddies deliver relief to engorged breasts due to the reduction of the overall number of feedings. Used cold, BustBuddies can also provide effective inflammation reduction for women recovering from breast surgery.

BustBuddies Replace Traditional Frozen Peas and Cabbage Leaf Remedies

Traditional remedies are limiting in that they can only help with providing one type of treatment. In addition, while frozen peas may help reduce inflammation it is difficult to get them to reach a comfortable freezing temperature and their hard, bumpy texture and moisture on the skin are often unpleasant. The use of cabbage leaves has been found to be effective in treating engorgement but if used improperly can reduce milk production. BustBuddies are not only effective but they are safe (100% hypoallergenic and completely non-toxic), convenient (can be easily heated or cooled and placed in bra) and comfortable (retain gel texture even when frozen, contain medical-grade fabric).

BustBuddies have been uniquely designed to be the most effective and highest quality thermal treatment available and include a large thermal pack area for both warm and cool therapy depending on nursing mothers' needs.

BustBuddies can be quickly warmed by placing in the microwave for a few

seconds or immersed in hot water. Conversely, they easily retain cold by placing them in the refrigerator or freezer until a desired temperature is reached. In addition, even frozen BustBuddies retain their soft gel feel delivering maximum comfort and distribution of cold on the breast.

BustBuddies contain high amounts of thermal gel for immediate relief and a soft, medical fabric-covered side for maximum comfort. The unique thermal gel contained in BustBuddies is non-toxic. The plastic and medical fabric are 100% hypoallergenic. BustBuddies can be used alone or can be placed easily into any sized bra. BustBuddies can be purchased at select retail stores or on the web at www.bustbuddies.com.

About Maternal Care, Inc.

Formed in late 2002, Maternal Care, Inc. is the maker of BustBuddies™, innovative breast thermal gel packs designed to relieve the discomforts commonly associated with breastfeeding. Inspired by breastfeeding their own children, three moms from Atlanta founded Maternal Care with the mission of enabling more women and babies to benefit from happy and healthy breastfeeding experiences. For more information about Maternal Care and BustBuddies, please visit www.bustbuddies.com , email info@maternal-care.com or call (770) 671-0610.

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