



CHARLIE BANANA® NOMINATED FOR BEST ECO-DIAPERS AND NURSING ESSENTIALS IN THE 2011 SHEKNOWS PARENTING AWARDS

Fans Can Vote Online For Charlie Banana® Now Through October 18, 2011

Los Angeles, Calif. (September 20, 2011) – Charlie Banana® announced their nomination today for best Eco-Diapers and Nursing Essentials in the 2011 SheKnows Parenting Awards. According to SheKnows, the coveted award recognizes outstanding products in the parenting and pregnancy industry based on functionality, quality and convenience. Winners will be announced October 25, 2011 on SheKnows.com.

Established in 2010, Charlie Banana® is the international, luxury brand of modern cloth diapers and organic baby products. Charlie Banana® diapers are a 2-in-1 Reusable Diapering System, which is an innovative hybrid diapering system that offers parents the option to use a reusable, washable insert made of micro terry or a biodegradable, disposable insert or liners. Charlie Banana® reusable products do not contain chlorine or perfume, which keep babies dry and rash free. Only 100 percent organically grown cotton is used with the entire product line.

“We are thrilled to be nominated for the SheKnows Parenting Awards – it’s such an honor to know that parents across the United States love what our brand stands for and think our products meet the standard set by this award,” said Gaëlle Wizenberg, CEO of Winc Design Ltd. “The SheKnows Parenting Awards has earned parents’ trust because it combines an honest voting process with high-performing, trustworthy brands. This makes our nomination incredibly meaningful to Charlie Banana® family and fans.”

“Just like last year, the 2011 SheKnows Parenting Awards nominees such as Charlie Banana® consistently set the standard for quality when it comes to products and services used by parents nationwide,” said Kyle Cox, Vice President and General Manager of SheKnows. “It is an incredible achievement to be selected as a finalist from the hundreds of submissions we review and Charlie Banana® has clearly demonstrated they are a leader in the parenting industry.”

As a nominee, Charlie Banana® will also be eligible to win an Editors’ Choice Award, which spotlights one specific brand per category chosen exclusively by the SheKnows Editorial Team. Starting September 18, 2011, readers can access voting by visiting <http://www.sheknows.com/parenting/awards/parenting-awards-2011>.

About Charlie Banana®

Established in 2010, Charlie Banana® is the international, luxury brand of modern cloth diapers and organic baby products. Charlie Banana® was created out of love for eco friendliness, quality and design by cloth diaper industry experts with more than 12 years combined experience. The Winc Design Ltd family and children are the inspiration behind Charlie Banana® – with the desire to design products that individuals feel confident to use on their babies and themselves. For more information, contact www.charliebanana.com.

About Winc Design LTD.

Based in Hong Kong, Winc Design Limited is a distributor and manufacturer of cloth diaper products. Being based in Hong Kong reduces shipping cost for customers and reduces the company's carbon footprint by having manufacturing at the door. Winc Design Ltd. has been nominated as the "Earth Champion" for waste reduction in years past. Winc Design actively promotes waste reduction on a daily basis and all of products are made with care.

About SheKnows.com:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts more than 55 million unique visitors (Google Analytics, April 2011). With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is among the most authoritative and comprehensive sources for women ages 18 to 54. SheKnows boasts a stimulating, well-rounded online experience enhanced with a vibrant message board community and captivating blogs in addition to free games.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored by Forbes as one of the Top 100 Websites for Woman and one of the Top 10 Lifestyle Sites for women, SheKnows also received the 2010 OMMA Award for Web Excellence and has been named the No. 1 site for Family, Parenting and Women's Interests. For advertisers, sponsorship opportunities and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience. The company is based in Los Angeles with offices in New York, Scottsdale and Chicago. SheKnows is part of AtomicOnline (www.atomiconline.com), Evolve Media Corp.'s publishing unit.

About the SheKnows Parenting Awards:

Each year, the SheKnows Parenting Awards program (formerly the SheKnows Parents' Choice Awards) seeks out products that have set themselves apart as a leader in the parenting industry. The goal of the awards is to give SheKnows readers all the information they need to make educated decisions in their everyday lives – particularly when it comes to their kids! Nominated products are reviewed by the SheKnows team of editors and hand-picked for quality, functionality, convenience and more. Winners are determined via an organic online voting process open to the public and are announced on the SheKnows website each Fall.

For More Information:

SheKnows

Elise Pagnini

(480) 237-7100 Ext. 4122

Elise.Pagnini@sheknows.com

Evolve Media

Whitney Ashley

Senior Manager of Marketing Communications

(310) 449-1890 Ext. 8250

Whitney.Ashley@evolvemediacorp.com