



CHARLIE BANANA®

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Public Relations for Charlie Banana®

Carolyn Sutton

Email: Carolyn@charliebanana.com

Phone: 214-454-9214

CHARLIE BANANA® KICKS OFF THE SUMMER WITH ITS DEBUT ON DIAPERS.COM

Company Introduces Lush, Bamboo Lined Disposable Inserts

HONG KONG (June 27, 2011) – What parent doesn't adore shopping for all diapering and baby essentials on one convenient website? The Diapers.com shopping experience just got better with the addition of Charlie Banana® reusable diapers and accessories. Global cloth diaper manufacturer, Winc Design Limited, today announces Charlie Banana® (www.charliebanana.com), the international, luxury brand of modern cloth diapers and eco-friendly, organic baby products, will now be available at diapers.com --the largest online baby care specialty site in the United States.

"Launching on Diapers.com is a phenomenal way to kick off the summer – it's an exciting new step to offer Charlie Banana® to our customers at such a popular parent shopping destination," said Gaëlle Wizenberg, CEO of Winc Design, Ltd. "We are thrilled this partnership will offer our eco-friendly and organic products through additional distribution channels."

Charlie Banana® is currently available at amazon.com, babiesrus.com, target.com, charliebanana.com and national and international independent retailers. The addition of Diapers.com allows Charlie Banana® to be available on one of the world's fastest growing e-commerce sites that provides free 1-2 day shipping. Parents will also have the ability to shop from beautybar.com and soap.com, while utilizing the same shopping cart as Diapers.com.

The Charlie Banana® 2-in-1 Hybrid Eco Diapering System is an innovative hybrid diapering system that offers parents the option to use a reusable, washable insert made of micro terry or its recently introduced disposable insert made essentially of wood pulp and lined with a luscious bamboo layer. Charlie Banana® reusable products do not contain chlorine or perfume, which keep babies dry and rash free and the company strives to use organically grown cotton with select products.

"Charlie Banana® is quickly becoming the favorite cloth diaper brand around the world and introducing additional products to satisfy more parents' needs is our top priority," said Wizenberg. "Parents have been asking for bamboo products and luscious, soft biodegradable liners. In response, we are happy to now offer our Bamboo Disposable inserts worldwide."

In addition to the 2-in-1 Eco Diapering System, the Charlie Banana® product collection includes Organic Wipes, Biodegradable Disposable Liners, Tote Bags, Diaper Laundry Bags, Change Pads, Mattress Pads, Baby Training Pants, Organic Cotton Underwear, Swim Diapers, Organic Cotton Baby Leg Warmers, Reusable Feminine Pads and Reusable Nursing Pads."

Charlie Banana® proudly supports Operation Smile Inc., a worldwide medical charity that changes the lives of children suffering from cleft lip, cleft palate and other facial deformities. One percent of all Charlie Banana® sales will be donated to Operation Smile. One surgery costs as little as \$240 and Charlie Banana® customers will be contributing to changing a child's life forever.

Charlie Banana® products are already available at www.target.com, www.babiesrus.com, www.amazon.com, www.charliebanana.com and many other worldwide retailers. Visit www.charliebanana.com for more information and to find the closest retail location.

ABOUT CHARLIE BANANA®

Established in 2010, Charlie Banana® is the international luxury brand of 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.

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