



CHARLIE BANANA™

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CHARLIE BANANA™ LAUNCHES AND DEBUTS 2 in 1 ECO DIAPERING SYSTEM

Economical, Eco-Friendly Diapers with Washable and Disposable Inserts Give Moms Options

HONG KONG (June 7, 2010) – Global cloth diaper manufacturer, Winc Design Limited, today announces the U.S. launch of Charlie Banana™ (www.charliebanana.com), the international, luxury brand of modern cloth diapers and healthy baby products, including the debut of its 2 in 1 Eco Diapering System, a cloth diaper with a reusable, washable insert or 100 percent biodegradable, disposable insert (Patent pending) .

Charlie Banana™ is the brainchild of Winc Design Limited's president, Gaëlle Wizenberg, who has been in the cloth diaper industry for a number of years. The product collection combines quality, design and eco-friendliness into one economical brand and offers today's parents a modern, comfortable and easy-to-use cloth diaper. Charlie Banana™ reusable products do not contain chlorine, perfume, chemicals, which keep babies dry and rash free.

"We designed our products to give parents confidence in what they're using on their babies," said Gaëlle Wizenberg, CEO of Winc Design, Ltd. "The Clean Air Council states 18 billion diapers are thrown away each year and with Charlie Banana™, parents can be certain they are not contributing to that shocking statistic. Responsible parents can feel good about purchasing Charlie Banana™ products as we donate one percent of all sales worldwide to Operation Smile."

The Charlie Banana™ 2 in 1 Eco Diapering System is a 2 in 1 innovative hybrid diapering system. This gives parents the option to use a reusable, washable insert made of micro terry or a 100 percent biodegradable, disposable insert made of wood pulp. Charlie Banana™ diapers are incredibly stain-free and comfortable.

"Most parents aren't aware that disposable diapers contain perfumes and chemicals, which can cause rashes and sore bottoms," said Wizenberg. "The average baby needs 6,000 diaper changes, which equals about one ton of trash. It is our mission for parents to embrace reusable cloth diapers and waste reduction whenever we can."

Charlie Banana™ offers two size options – Size or One Size diapers, giving parents the option to choose their preference. The Size diapers come in multiple sizes and have no leg adjustments and give the perfect fit. The One Size has adjustable leg elastic to fit different sized babies.

In addition to the 2 in 1 Eco Diapering System, the Charlie Banana™ product collection includes Single and Double Layer Reusable Wipes, Tote Bags, Diaper Laundry Bags, Change Pads, Mattress Pads, Baby Training Pants, Underwear, Swim Diapers and Baby Leg Warmers. In addition, Reusable Feminine Pads and Reusable Breast/Nursing Pads are available. Only 100 percent certified organically grown cotton is used with the entire product line.

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 will be available at many retailers worldwide. Visit www.charliebanana.com for more information and to find the closest retail location.

To receive Charlie Banana™ product samples or images, please contact Carolyn Sutton at 214-454-9214 or carolyn@624pr.com.

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 an eclectic team of Canadian, American, French, British, Hong Kong and a distributor and manufacturer of cloth diaper products. Being based in Hong Kong reduces shipping cost for our 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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