

FOR IMMEDIATE RELEASE

MY BLUE BUMBERSHOOT™ PROMISES INSTANT PROTECTION TO MILLIONS OF PARENTS GETTING SOAKED IN THE RAIN WHILE PUSHING THEIR CHILDREN IN STROLLERS.

Philadelphia, Pennsylvania - September 20, 2010. My Blue Bumbershoot, LLC, introduces the first American-made, hands-free umbrella to protect *stroller chauffeurs* (i.e., people who push strollers) from the rain.

My Blue Bumbershoot's revolutionary design comprises a lightweight umbrella and clamp that attaches securely to the handle of virtually any stroller. The clamp allows for height adjustment as well as positioning and stow-ability directly on the stroller. Its clear bubble umbrella gives the chauffeur maximum mobility, durability and visibility while navigating through the rain and busy streets.

Melissa April, the company's co-founder, explained its beginnings quite simply: "After the umpteenth time of arriving at my child's destination soaking wet, I decided there had to be a better way." "After all, the stroller is to the urban parent what the car is to the suburban parent," added co-founder, Caryn Abramowitz. After searching everywhere for some type of hands-free umbrella option, and finding none, April and Abramowitz decided that it was up to them to invent such a thing. "We are really excited about My Blue Bumbershoot. We know it will change people's perspective when venturing out in the rain."

Eager to "embrace the rain™" themselves, lawyers-turned-mothers-turned-entrepreneurs, April and Abramowitz have been developing and perfecting their patent-pending product for the past four years.

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