

PRESS RELEASE

SAMSONITE "BLOSSOM" MATERNITY/WEEKENDER CASE

Issued June 11, 2009 for Immediate Release



Big Day. Great Bag.

Getting ready for your big day? You'll definitely want to get your hands on Samsonite's fashionable new Maternity Bag! This lightweight bag is also perfect for future **weekend trips** with baby.

External surfaces are **stain-proof** and easy to wipe clean. Internal surfaces have an **anti-bacterial, wipe-clean lining** for added hygiene.

Includes a washable changing mat with anti-bacterial coating and **padded pillow** for head support. Internal mesh pockets simplify organising baby's clothing. Detachable shoulder strap. External pocket for mum's hospital papers, birth plan and more.

Available in cherry red and cherry blossom.

Recommended retail price: £69.99

www.baby-travel.com

Also available in this collection: Matching Slouch Bag and Day Care Bag.

Notes to Editors

1. For your convenience, shortened text versions of this press release are included below.
2. W|H|L Weybury Hildreth Limited has partnered with the Samsonite Corporation to bring the the mix of style, quality and reliability for which Samsonite is recognised Samsonite Nursery Collection to modern, active parents. Now available to parents are our unique **Pop-Up Travel Cots, Baby Carriers**, and contemporary range of **Changing, Maternity and Travel Bags**.

For more information please contact Lee-anne Simpson

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65 words: Samsonite's fashionable new maternity case is also perfect as a weekender for future trips with baby. External surfaces are stain-proof and easy to wipe clean. Internal surfaces have an anti-bacterial lining for added care, and mesh pockets simplify organizing baby's clothing. Includes an anti-bacterial, washable changing mat with padded pillow for head support. External pocket for important documents. Comes in cherry red and cherry blossom. Recommended retail: £69.99. www.baby-travel.com

49 words: This lightweight maternity case doubles as a weekender for future weekend trips with baby. Includes an anti-bacterial, washable changing mat with padded pillow. External surfaces are stain-proof and wipe-clean. Internal surfaces have an anti-bacterial coating for added care. Mesh pockets simplify organizing baby's clothing. External pocket for important documents. Recommended retail: £69.99. www.baby-travel.com

37 words: This lightweight maternity case doubles as a weekender for future trips with baby. All surfaces are stain-proof and wipe-clean. Includes a changing mat with padded pillow. Internal mesh pockets simplify organizing everything. External pocket for important documents. Recommended retail: £69.99. www.baby-travel.com

28 words: This lightweight maternity case doubles as a weekender for future trips with baby. All surfaces are stain-proof and wipe-clean. Includes changing mat with padded pillow and anti-bacterial coating. Recommended retail: £69.99. www.baby-travel.com