

PRESS RELEASE

SAMSONITE "BLOSSOM" SLOUCH CHANGING BAG

Issued June 11, 2009 for Immediate Release



Designed by a mom, Samsonite's new Blossom Slouch Bag is not only fashionable; all external surfaces are also **stain-proof** and easy to wipe **clean**. **Internal surfaces have an anti-bacterial, wipe-clean lining** for added hygiene—as does the removable changing mat with **padded headrest** for extra support.

Other mommy-friendly features include a key clip, easy-to-reach compartments for mom's necessities, and pram ties.

Lightweight and stylish, the Slouch Bag comes in cherry red and cherry blossom.

Recommended retail: £49.99

www.baby-travel.com

Also available in this collection: Matching Maternity/Weekender Case and Day Care Bag. (words)

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
Email: leeanne@weybury-hildreth.com

81 words: Samsonite's stylish new Slouch Bag is big enough to fit all you need for a day out with baby. It opens wide so you can easily access everything inside the bag. Includes a key clip and easily-accessible compartment for your wallet, mobile and more. External surfaces are stain-proof and easy to wipe clean. Internal surfaces have an anti-bacterial lining for added care. Includes an anti-bacterial, washable changing mat with padded pillow for head support. Comes in cherry red and cherry blossom. Recommended retail: £49.99 www.baby-travel.com

47 words: Samsonite's stylish new Slouch Bag is lightweight, yet big enough to fit all you need for a day out with baby. External surfaces are stain-proof and easy to wipe clean. Internal surfaces have an anti-bacterial lining for added care. Includes an anti-bacterial changing mat with padded pillow. Recommended retail: £49.99 www.baby-travel.com

42 words: This Slouch Bag is big enough for all you need for a day out with baby—and designed so you can easily find everything inside the bag. All surfaces are stain-proof and wipe-clean. Includes changing mat with padded pillow and anti-bacterial coating. Recommended retail: £49.99 www.baby-travel.com

28 words: This bag will fit all you need for a day out with baby. All surfaces are stain-proof and wipe-clean. Includes changing mat with padded pillow and anti-bacterial coating. Recommended retail: £49.99 www.baby-travel.com