



MODERN MOTHER OF INVENTION SHOWS OFF HER LATEST BABY
*Sportscaster/Mommy Entrepreneur Leslie Gudel unveils
latest designs for the patented Nap Nanny® upright sleep seat*

(PHILADELPHIA, PA) When working mom Leslie Gudel's new baby wouldn't sleep flat on her back, she did what most women do: She went shopping for a solution.

After the mattress "wedges" she found didn't work, the already sleep-deprived Comcast SportsNet anchor did something only a few women have the audacity (or foolishness) to do: she became an inventor.

Now the mommy-entrepreneur and CEO of Baby Matters, L.L.C. is introducing the updated 2009 version of her revolutionary patented Nap Nanny®, the 3-pound portable product introduced last year to help improve sleep for babies with colic, reflux, gas, earaches or just plain fussiness.

The Nap Nanny® is made of high density foam with car seat-like contours, a super-soft, washable designer cover, and a special safety harness to secure the child so she can sleep at an incline. It is sloped 30° at the top and 40° at the foot to gently cradle baby, optimize breathing and prevent sliding.

Like a Moses basket, the Nap Nanny® is also intended for floor use only. But it's far sturdier, useful for illness, and works for older/larger babies too.

Living proof that "necessity is the mother of invention," Leslie took four years to bring the comfy, practical product to market to help frazzled frustrated parents of infants with sleep issues, since so many babies need to sleep upright at some point, due to health reasons... or simple preference.

"I was lucky, because I had a healthy full-term child," she says. "But Kendall refused to sleep in anything but her car seat or a swing, and now I hear from grateful parents, caregivers and health care providers who *love* The Nap Nanny® for all kinds of babies, including twins and gravely ill children." A July '09 survey of 3,000 users confirms her anecdotal experience: 87.3% of respondents reported being "satisfied" or "extremely satisfied" with their Nap Nanny.

One fan is Tina Trumbo, of Alexandria, VA, who wrote, "Our daughter Anna has severe reflux. The first night we used [The Nap Nanny®] she slept all night [and] we were in shock. Thank you so much for drastically improving the quality of our little girl's life, and ours!"

The Nap Nanny® currently comes with a removable mink-dotted cover in Blue, Sage, Pink and Camel, but 4 new imaginative cover design and fashion patterns are being introduced at the ABC Kids Expo in Las Vegas September 13-16, 2009, for shipment later in the year.

Founded by Philadelphia-based working mom/Sportscaster Leslie Gudel in 2007, Baby Matters, LLC is an environmentally-friendly company devoted to the health and comfort of families with small children. The patented Nap Nanny® is a revolutionary new product designed to improve the quality of infant sleep, and is applauded by parents and health care professionals nationwide. It is now available at a wide range of retailers and online at www.NapNanny.com.

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