

**BopStarBaby Launches Baby2Be for Expectant Celebrity Parents
DUE DATE: SEPTEMBER 2007**

The BopStarBaby, BabyMakes3 baskets were such a hit with new celebrity parents, we're adding another theme. BopStarBaby, Babe2Be will launch in September and feature category exclusive, premium products for the A-List expectant celebrity mom and/or dad.

THE CAMPAIGN

For the past 18 months, BopStarBaby's MaryLenore Arsenault has maintained an ongoing database of A-List celebrities (film, television, sports and just plain famous) who are expecting, including the baby's due date plus any additional siblings in the household. Within 3-4 weeks of the baby's birth announcement gift baskets of premium A-list baby products are sent to the new parents. Each basket is personalized for the celebrity couple (girl versus boy plus acknowledgment of additional children in the household). BopStarBaby, Baby2Be will follow the same philosophy, but at a faster pace, delivering a basket of premium A-List expectant parent/pregnancy products to the celebrity couple within 2-3 weeks of the pregnancy announcement.

BopStar-PR's success is a result of years of cultivating valuable, sincere relationships with artist's representatives. This unique position absolutely ensures that all baby baskets are immediately delivered to the representatives' celebrity clients. Since the baskets are in clear packaging, the representative can quickly check out the contents and forward to their celebrity clients without delay or concern. The response from the celebrity parents has been enthusiastic and grateful, producing a continuous flow of personal thank you notes.

With Baby2Be gift baskets for expectant celebrity parent, BopStarBaby's MaryLenore will now have the opportunity to continue relationships with celebrity representatives, but now, right from the start, Baby2Be will allow BopStarBaby to provide celebrity couples with the absolute best products and options during the pregnancy, during the celebrations (with continued communication with celebrity reps for baby showers plans and overall baby plans), and right through to the birth of the baby with BabyMakes3.

Baby2Be will launch in September 2007. Current clients include long-term BabyMakes3 client, BabyLegs, Belly Sock (Specialty Item, Pregnancy), Luna Lullaby (Mom's health/Specialty Item, Pregnancy), and TuummyTs (Specialty Apparel/ Maternity).

BopStarBaby is a Division of BopStar-PR Inc.
