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Press Release

Source: Warner Books

New Book Takes the Legwork Out of Finding Best Websites for Baby and Maternity Items

Monday April 24, 5:08 am ET

NEW YORK, April 24 /PRNewswire/ -- If you type in the words "baby stroller" into an online search engine, you will get over one million Web sites listed. That's not good news for new and expectant moms, who don't have the time or energy to sift through those sites to find the best products.

Hillary Mendelsohn knows that drill. This mother of two created thepurplebook to help overwhelmed online shoppers like herself. Now on the success of that guide comes THEPURPLEBOOK BABY, which has unearthed the best Web sites for mothers and moms-to-be so you don't have to.

"Believe it or not, the average new mom and dad spend between \$6,000 and \$11,000 before their baby's first birthday," says Mendelsohn. "With these staggering numbers in mind, we have assembled a selection of the very best online shopping sites available to a new mommy, infant and toddler."

While thousands of Web sites were considered for inclusion in the book, only several hundred were selected based on their excellent product and superior customer service. From the essential gear to fun accessories, thepurplebook baby is organized by subject with categories that include: career, casual and evening maternity wear; nursing and skincare products; diaper bags, strollers, car seat, and other equipment; toys, health services; and more. Each listing includes reviews and insider secrets and tips.

thepurplebook baby is smartly designed and easy to navigate. Slim enough to toss into a purse or diaper bag, thepurplebook baby features:

- * Organic and natural baby products
- * Hip infant and toddler outfitters
- * Great gadgets and gear for baby and mom
- * Chic maternity wear
- * Creative baby gifts
- * All the necessities you'll ever need

About the Author:

Hillary Mendelsohn is the author/founder/editor-in-chief of thepurplebook, which she created to help overwhelmed online shoppers like herself. She lives in California.

Source: Warner Books

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