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**Go Mama Go Designs Expands Offering with Convertible Carry-All**

*Mompreneurs unite to bring stylish and functional products to busy parents everywhere*

SAN ANTONIO, TX – Go Mama Go Designs, LLC, makers of the award-winning Wonder Bumpers and Snug & Tug swaddling blankets, announced today the expansion of its baby-care line with The Chameleon - A Convertible Carry-All and The Daddy Caddy. Both products have been acquired from Chic Tots LLC.

“The goal of this acquisition is to further our mission of creating functional, stylish products that help parents in their busy, day-to-day lives. The Chameleon Carry-All and The Daddy Caddy were a natural progression to our product line as they expand our influence beyond the nursery. These innovative, versatile products make it easier for moms and dads to be on-the-go with baby,” said Catherine Hall, co-founder of Go Mama Go Designs.

Go Mama Go Designs is renaming the popular Chic&Cozy Blanket Bag to The Chameleon. This Convertible Carry-All is designed for ease and style and transforms from a stylish bag into a cozy mat for play time, naps or on-the-run diaper changes. It will now also feature a fold over clutch that will function as a detachable roomy pocket to hold both mom and baby’s essentials.

The Daddy Caddy, renamed from the Chic&Carry Wristlet, is a mini hands-free, diaper carrier for dads who cannot fit all of their children’s needs in their pockets. The Daddy Caddy also comes with an eco-friendly matching wipes holder.

Michele Good, founder of Chic Tots and designer of the Chameleon and the Daddy Caddy, will join forces with the Go Mama Go Design team, and work at the company to continue growing its innovative product offerings.

Go Mama Go Designs will be launching the new products at The ABC Kids Expo, September 13-16, 2009 in booth #7122. Current products will be available on [www.gomamagodesigns.com](http://www.gomamagodesigns.com) beginning August 10, 2009.

**About Go Mama Go Designs, LLC**

Go Mama Go Designs, LLC was founded in 2006 by two mompreneurs on a mission to create products that make life safer, easier and more enjoyable for new parents. Go Mama Go Designs’ innovative products include the award-winning Wonder Bumpers, smart vertical crib bumper pads, and the patented Snug & Tug swaddling blanket, both designed to create a safe, cozy sleep environment for infants. The introduction of The Chameleon and Daddy Caddy expands the line with stylish, versatile on-the-go must-haves for moms and dads.