

FROM CONCEPTION TO INVENTION: HATCH IS LAUNCHED

Entrepreneurial Moms Bring Products to the Mainstream Market that Improve the Everyday Lives of Others

DANVILLE, California – June 1, 2007 – Michele Wong and Paige Akabane announced the launch of HATCH, a company that creates and develops products aimed at improving the everyday lives of others. With an emphasis on independence and assisted learning, HATCH's products improve the quality of life for children, seniors and those with special needs. In addition to celebrating the company's launch, HATCH has announced its first product, My Plate-Mate.

Founded by Michele Wong and Paige Akabane, HATCH creates and develops simple, high-quality products that are helpful to people in their everyday life. Their goal as co-founders is to produce meaningful, quality products that make daily activities easier. Their ideas are often inspired from the nurturing and care that moms and caregivers provide. These entrepreneurs created the foundation of their company by combining their past management experiences in the eldercare and biotech industries with the multitasking required to raise their families.

According to company co-founders, Michele Wong and Paige Akabane, "We take great joy in bringing quality products to the market-place which genuinely make a difference in people's lives. Our philosophy in creating, developing, and bringing a new product to market draws similar parallels to our personal experiences with motherhood, and the unique experience of creating, nurturing, and developing a life in this world. The name HATCH encapsulates all of that for us."

HATCH's first product on the market, My Plate-Mate, is a spill guard that attaches to the rim of an 8" – 11" standard plate to prevent food from falling off the plate while eating. My Plate-Mate helps people who are learning to eat and who struggle with independence in eating on a daily basis. This product is the first-of-its-kind to reach the mainstream retail market and has received strong interest, especially, from the toddler market. Parents will welcome this new learning tool into their homes. It helps children eat more efficiently during mealtimes, strengthens their fine motor skills and promotes independence and self confidence. Its innovative design helps a child scoop food onto their utensil, making it an easy-to-learn tool for self-feeding toddlers. When using My Plate-Mate, there is less of a mess for parents to clean up after meals.

The toddler market is not the only group showing interest in My Plate-Mate. Seniors and special needs groups have also embraced My Plate-Mate as a tool to help individuals regain or maintain their independence during their meals. HATCH reports that they have had tremendous support from assisted-living facilities, nursing homes, associations for the blind, and parents of children with special needs.

About HATCH

HATCH's current sales categories include toddler, preschool, early learning, eldercare, and special needs. HATCH products are currently sold online at MyPlate-Mate.com. The company is also securing product placement in children's retail stores as well as in medical supply stores, distribution catalogs, and through direct sales channels. My Plate-Mate for Kids retails for around \$7.95 and the My Plate-Mate in the adult/special needs line retails for around \$10.00. The company is headquartered in Danville, CA. HATCH products are proudly manufactured in the U.S.A. using FDA approved materials that are free of lead, PVC, polycarbonates, polyvinyl chloride and phthalates. For information about current product releases, photos, company biographies and contact information, visit www.MyPlate-Mate.com.

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