



FOR IMMEDIATE RELEASE

My Plate-Mate: Helping with Independent Eating while Celebrating Earth Day Everyday

DANVILLE, Calif. – April 20, 2009 – My Plate-Mate is a safe and simple aid designed to help toddlers, the elderly, and those with special needs who have difficulty feeding themselves. It's a curved plastic lip that fits over any round plate, making it easy to scoop food onto a utensil. Parents love that there's less mess during toddler meals, and older/disabled users find it a boon for maintaining mealtime independence. The packaging that My Plate-Mate comes in is both minimal and fully recyclable, so it is "earth friendly." The company was conscious to avoid the use of common blister packs or vinyl bags. These controversial materials are bulky and end up in landfills. "We are proud to have a product that helps so many people while still making sure we are doing "right" by our environment" says co-founder Michele Wong.

Since My Plate-Mate was introduced last year, the response has been terrific. In August, iParenting Media (part of the Disney family) awarded My Plate-Mate the 2008 Outstanding Product Award. My Plate-Mate was also featured on the TODAY show with Matt Lauer and Donny Deutch in a segment called, "There's Gotta Be A Better Way."

Interest in My Plate-Mate has come from parents, pre-schools, arthritis patients, stroke patients and nursing homes. The toddler version sells for \$7.95 and fits any 8- to 9½-inch round plate. The adult version retails for \$10 and fits any 9- to 11-inch round plates. Both are made of FDA-approved plastic and are produced in the U.S. It is lead-free and contains no PVCs, phthalates, polycarbonates or bisphenol A.

My Plate-Mate is available at retailers and boutiques throughout the U.S., including Buy Buy Baby and the One Step Ahead catalogue. It is also available in medical supply catalogs and online at www.myplate-mate.com.

Contact:

For information on product releases, photos, samples, and packaging:

Michele Wong or Paige Akabane

Phone: (925) 272-0745 email: info@MyPlate-Mate.com

URL: <http://www.myplate-mate.com>

###