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MODERN MOM LAUNCHES BETA SITE TO PASS ON VALUABLE TIPS, TRICKS FOR BALANCING HOME, FAMILY, WORK, AND WELL-BEING

Los Angeles, CA, November 17, 2003 – Modern Mom, the ultimate resource for today's mothers, recently launched its beta site online at www.modernmom.com. The site, which will officially launch with full e-commerce capabilities and additional features and content in early 2004, currently offers advice and forums, a guide to selecting the best kid and parent-oriented products, tips on balancing home, health, and career, a weekly newsletter, and more.

Created by a modern mom, the company and website were born out of an exhaustive and ultimately unsuccessful search for a comprehensive resource tailored to the interests and inquiries of today's parents.

"After the birth of my son, I scoured the web for a resource that spoke to me, a mother who enjoys spending time with her child, finds fulfillment in her work and play, and strives to find a balance between it all," said Lolita Carrico, Founder of Modern Mom. "By combining the kind of tips and advice that I found most helpful, with an upcoming online catalog of the best products out there, we have ultimately given modern moms back the thing we need most...time."

Modernmom.com features currently include:

- **The MM Guide**

From the best diaper bags out there, to selecting the perfect toddler bed, the Modern Mom Guide is a quick reference for top products and time saving tricks.

- more -

- **Worklife**
Need to tell the boss you're preggers? Have to relocate your family for a new job? Modern Mom offers step-by-step advice on tackling those "occupational hazards."
- **Family**
Whether you have just one baby or a house full of kids, raising a family is unquestionably the hardest job out there. Hoping to make it a little easier, Modern Mom currently features articles on soothing your baby with a relaxing massage, making sure your toddler is establishing the best possible eating habits, and many more.
- **Homelife**
Holidays got you down? With Modern Mom tips on how to host a no-stress Thanksgiving, and ideas for making fun at-home art projects, the holidays are looking up!
- **Venus & Mars**
Whether you work outside of the home or in, it's hard to find time to focus on the relationship that started it all. Although it usually takes a back seat to children, work and of course, SLEEP, your relationship with your partner is important.
- **Well-Being**
In addition to your relationship with your partner, don't forget about your relationship with your friends. Modern Mom outlines a quick and fun plan for a night out (or in) with the gals. Need to focus on your relationship with yourself? Try "Yoga for Mommies."
- **Advice & Forums**
Even the most harmonious partners can disagree when it comes to parenting. After all, there are countless parenting styles and approaches from which to choose. Modern Mom founders, Chris and Lolita Carrico offer their independent views on topics ranging from planning for college to working outside of the home. If you don't find a response you like from either of them, hit the forums and chat with other modern moms, share recipes, or just read advice.

About Modern Mom

Founded in 2003, Modern Mom (www.modernmom.com) is the ultimate resource for today's moms. Created for mothers of all varieties – those who work outside of the home, those who work at home and run around with their kids, or a mixture of the two – the Internet destination aims to help parents balance their family, home, personal, and work lives. Through advice, articles, and an experienced mom's picks for the best kid and parent-oriented products out there, Modern Mom helps moms have it all without losing it all.

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