

FOR IMMEDIATE RELEASE



Big Heart Baby introduces new product in partnership with the Children's Heart Foundation to raise money for Congenital Heart Defects research

50% of profits from sales of Big Heart Baby's Royal Blue Onesies will be donated to the Children's Heart Foundation to help fund research to advance the diagnosis, treatment and prevention of congenital heart defects.

LADERA RANCH, CA (August 24th, 2010) –Big Heart Baby is proud to announce a partnership with the Children's Heart Foundation and the introduction of a new product to raise money for congenital heart defect research. 50% of profits from all sales of Royal Blue Onesies will be donated to the Children's Heart Foundation. Congenital heart defects are the most common and most fatal birth defect in the world, affecting approximately 1 out of every 100 babies born. In the United States alone, a baby with a congenital heart defect is born every 15 minutes. Big Heart Baby is thrilled to join the efforts to advance medical technology that will help save the lives of children born with congenital heart defects. Big Heart Baby's soft and comfortable onesies are made of 100% cotton and will be sold at the company's website (www.BigHeartBaby.com) and at select retailers.

About Big Heart Baby LLC: Big Heart Baby is the baby clothing company that donates 50% of profits to children's charities. The company was started in early 2010 when the founders returned from a trip to Southeast Asia during which they repeatedly came into contact with underprivileged children, many suffering from lack of proper nutrition and proper healthcare. It was a heart wrenching experience that directly influenced the business model that later became Big Heart Baby.

About the Children's Heart Foundation: The goal of The Children's Heart Foundation is to bring health, hope and happiness to children impacted by congenital heart defects, the number one birth defect in the United States. We accomplish this goal by funding the most promising research to advance the diagnosis, treatment and prevention of congenital heart defects.

Big Heart Baby Royal Blue Onesies are available at www.BigHeartBaby.com.

Big Heart Baby Press Contacts:

Shane Farkas
(310) 651-1799

shane@bigheartbaby.com

Alex Rabinovich
(310) 625-5393

alex@bigheartbaby.com