

IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Hilary Abbott

Hilary Abbott Communications, Inc.

770/753-8144 or mobile 404/444-9977

abbottcom@mindspring.com

KOKOPAX® EXPANDS SALES FORCE WITH ADDITION OF NEW SALES REPS

Henderson, NV – (August 27, 2009) – Henderson, Nevada-based kokopax®, manufacturer of fashionable and lightweight classic baby carriers, coordinating totes, sun hats and organic accessories announces the appointment of three new representatives to the company's sales force.

Cass Bisbikis will oversee the Northern California and Northern Nevada territories for kokopax. Bisbikis, an industry veteran with more than 18 years of experience in the juvenile goods category currently represents 11 product lines.

Nicole Augustine will represent kokopax in the Mid-Atlantic states as well as New York City. Nicole has an extensive background in juvenile goods representation in the Mid-Atlantic States with major manufacturers including Child Craft Furniture and Crown Craft Infant Products.

Betty Kent Lewis joins kokopax as sales representative for the States of Oregon and Washington. Lewis' background includes experience working with premiere juvenile brands such as Evenflo, Pali and Prince Lionheart.

“We're delighted to expand our sales force with the addition of these three seasoned professionals,” said kokopax founder Sarah Spoor. “Cass, Nicole and Betty collectively represent some of the top brands in the juvenile goods category and we are thrilled to have the kokopax name added to their portfolios.”

About kokopax

Henderson, Nevada-based kokopax was founded in 2007 by Sarah Spoor, a mother of four young children. The kokopax collection includes a line of high quality, modern, lightweight framed carriers along with coordinating totes, sun hats and organic accessory items. For more information, visit www.kokopax.com or call 1-888-565-6729.

###