

**LuNcHoLOgy:
Secures VIP Invite from 5W Public Relations'
Exclusive Hamptons Event!**

**5W Public Relations Births New Division
What is the Mommy & Tot Luxury Preview?**

Luxury and High-End Mom & Baby Brands to Offer Sneak Peaks of New Must-Have Products to Media Elite at First-Ever Mom & Tot Editor's Preview

NEW YORK, August 14 /PRNewswire/

5W Public Relations, named the nation's fastest growing PR firm two years in a row, today announces that it will host its first-ever "Mom & Tot Editor's Preview" event, exclusively showcasing new consumer brands in the newly launched Mom & Baby Division. Leveraging the sharp rise in popularity of the fashion-forward mom and baby set, the Mom & Baby Division directly services the maternity and newborn industry with signature 5W Public Relations' flair. The event is being held on Friday August 18th from 12pm to 5pm at the "5W Public Relations' East Hampton Beach House".

This by VIP invite-only soiree will give journalists from the most well regarded parenting media in the country and taste makers an inside look of what's expected for the expecting during the holidays and early 2007. In the luxe and relaxed setting only a beach house can afford, the afternoon will feature celebrities, stylists, editors, and writers perusing the best in Mom & Baby. Media attending will range from celebrity weekly magazines and high-end glossy publications, to top-tier daily papers focusing on beauty, fashion, and consumer interests.

"The mom market emerged as a trend and now has a strong foothold in the fashion industry," says Katy Saeger, 5W Public Relations Senior Vice President and General Manager. "5W has had its finger on the pulse of what's hot -- from the mom-prenuer explosion to the Hollywood baby boom; the media looks to us for what's new in the mom & baby space and we provide."

5W's new division has grown steadily and is already sizzling with top tier clients and results. The Mom & Baby Division roster and event includes the following clients: Bella Mama, Belly Maternity, Baby Idesign, PaperMama, Plum Organics Baby Food, Wadda Juice Baby Juice, Wolfgang's Vault -- Baby Line and Ladies Who Launch -- Mompreneurs, LuNcHoLOgy, Willow Creek Baby, and Iris & Lilly, Tali Gillette, Sharon Gill, ZenMomma, Walking wings, Aden & Anais and ShopLittleLove.

ABOUT 5W PUBLIC RELATIONS: Headquartered in New York, with an office in Los Angeles, 5W Public Relations (<http://www.5wpr.com>), the nation's fastest growing independent PR firm for 2005 & 2004

