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MODERN MOMS™ CLUBS LAUNCH ACROSS THE COUNTRY

Network of mothers provides a valuable connection to other Modern Moms, along with partner discounts, family events and more

Los Angeles, CA, July 6, 2004 – Modern Mom™, an organization focused on helping today's women create and maintain balance in their lives, has launched the **Modern Moms™ Clubs**, an opportunity for mothers – whether they work all day, part-time or at home with their kids – to connect with a community they can relate to, have fun with and count on for extra help and support.

With clubs in more than 25 markets, **Modern Moms Clubs** offers women across the country a chance to meet for play dates with their children and for Moms Nights Out without them, as well as a great networking resource. The **Modern Moms Clubs** simplify the process of finding other mothers who are also eager to share support, inspiration and enjoyment. While other mothers groups exist for stay-at-home moms, The **Modern Moms Clubs** are open to moms of all varieties.

“The goal of our flagship endeavor, ModernMom.com, is to help today's mothers strike a balance between the responsibilities of home, family, work, and their own well-being,” says Lolita Carrico, founder of Modern Mom. “With the launch of the **Modern Moms Club**, we will continue that mission offline by simplifying what can be a challenging, yet rewarding process – finding like-minded moms to share both the challenges and joys of parenting today.”

The benefits of a **Modern Moms Club** membership include:

- Weekly playgroups, monthly Moms Night Out, weekend family activities and more with other Modern Moms in a members' market
- The **Modern Moms** Green Card, offering up to 25% discounts from retail and service partners across the country
- Information on and invitations to our national events and retreats
- Subscription to our monthly electronic newsletter containing new club locations and contact information, creative and inspirational club activities and information, new club benefits and more
- A subscription to the Modern Mom Weekly, the unique tips and trends email featuring the coolest gadgets and gear for mom, dad and kids

“Since becoming a mom, I have found my relationships with other mothers to be an incredible source of support and inspiration,” says Carrico. “We are confident that the Modern Moms Clubs will have a similarly profound and lasting impact on their members.”

A complete list of current chapters along with information on joining and the benefits of membership as well as information on starting new chapters can be found at www.modernmom.com/clubs.

About Modern Mom

Founded in 2003, **Modern Mom** is the definitive 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 company aims to help today's parents balance their family, home, personal, and work lives through a variety of both online and offline initiatives.

Modern Mom's flagship endeavor, **ModernMom.com**, is the premier online community focused on helping today's parents create and maintain balance in their lives. ModernMom.com is a smart, practical and entertaining guide as well as an essential source of information, ideas, and insight. Through advice, articles, and an experienced mom's picks for the best kid and parent-oriented products out there, ModernMom.com helps moms have it all without losing it all.

The **Modern Moms Clubs** were founded to provide today's mothers with a community of like-minded women with whom they can join together to have fun, garner support and create lasting friendships. Modern Moms Club members are a combination of women who work full-time, part-time, stay at home, or somewhere in between, and share the common bond of motherhood.

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