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For Immediate Release

Bellybar Makes Prenatal Vitamins Easy to Swallow with New Chewable Vitamin Supplements

Prenatal Nutrition Company Unveils Great-Tasting Chewable Vitamins for Pregnant and Nursing Mothers

San Mateo, Calif. (March 3, 2010) – [Bellybar](#), makers of nutritious foods and supplements to meet the nutritional needs of women before, during, and after pregnancy, today launched Bellybar Prenatal chewable vitamins. The great tasting supplements are packed with essential nutrients to support the health of expecting and breastfeeding mothers.

“Pregnant and nursing women are constantly telling us how difficult it can be to take – and actually keep down – bulky prenatal vitamins,” said Leslie Barber, co-founder of Bellybar. “We created Bellybar Prenatal chewable vitamins to provide a delicious and enjoyable alternative for women who struggle with taking the “horse pill” while still delivering the high-quality nutrients they need during this important time. Plus, the chewable form makes it perfect for women on-the-go!”

Bellybar Prenatal chewable vitamins are mom-endorsed and OB/GYN-recommended. Two tablets provide 100 percent of the daily recommended dose of nutrients pregnant and nursing mothers need, including iron, folic acid, zinc, vitamins B6 and 12, and 200 percent of vitamin D. Formulated to provide a balance of key vitamins and minerals crucial to healthy prenatal development, Bellybar Prenatal chewable vitamins support healthy fetal growth, full-term pregnancy, healthy nursing, and bone health in mothers and their babies. The vitamins are available in mixed fruit (cherry/orange) flavor, and also provide a nourishing dose of vitamins A, C and E, thiamin, niacin and more.

Bellybar Prenatal chewable vitamins are the first in a line of unique prenatal supplements the company has planned for this year, and will be available nationwide at retail, grocery and natural food stores including select Walgreens, select Whole Foods Market, Motherhood Maternity, A Pea in the Pod, Babies ‘R’ Us, and more. For more information about Bellybar, please visit www.BellybarProducts.com.

About Bellybar

Founded in 2005 by Leslie Barber and Meredith Lincoln and manufactured by NutraBella, Bellybar is a delicious, all-natural line of foods, beverages, and supplements designed to meet the nutritional needs of women before, during and after pregnancy. Packed with key prenatal nutrients, Bellybar products are a convenient and great-tasting way for expectant and breastfeeding moms to get the vitamins and minerals they need, while enjoying an indulgent snack. Bellybar products include Bellybar Boosts, Bellybar DHA chews, and Bellybar Prenatal chewable vitamins.

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Leslie Barber

Co-founder

Along with her longtime friend Meredith Lincoln, Leslie Barber co-founded NutraBella and the Bellybar product line in 2005 after seeing a consistent desire among expecting and breastfeeding women for delicious and convenient snacks that would meet their nutritional needs before, during and after pregnancy.

Prior to creating NutraBella, Barber began her career working with political campaigns and non-profit organizations as an independent marketing and strategy consultant. She further honed her expertise in marketing, strategy, business development, customer experience, and entrepreneurship while attending business school, serving as a customer experience consultant at Creative Good and a member of the emerging markets team at Oracle.

Barber also worked pursued her career at Siebel Systems, where her roles spanned venture capital, customer satisfaction and field marketing both nationally and internationally. She then joined growth-stage company Blazent as director of strategic alliances, fortifying critical partnerships and creating new sales markets.

Barber holds a master's degree in business administration from the Kellogg School of Management at Northwestern University, where she also served as co-chair of the Women's Business Association to assist the needs of female MBA candidates.

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Meredith Lincoln

Co-founder

Meredith Lincoln co-founded NutraBella and the Bellybar product line with her longtime friend Leslie Barber in 2005 after seeing a consistent desire among expecting and breastfeeding women for delicious and convenient snacks that would meet their nutritional needs before, during and after pregnancy.

Prior to creating NutraBella, Lincoln garnered extensive experience in marketing, sales, client services, management, and finance, working at Kraft and with Fortune 500 financial institutions at Siebel Systems developing customer relationship management software. She also served as a market representative for ProLogis before joining LiveOps, where she built and managed a professional client services team.

Lincoln holds a master's degree in business administration from the Kellogg School of Management at Northwestern University and a bachelor's degree from Georgetown University.

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