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FOR IMMEDIATE RELEASE

Bambino Mio's Dave Milligan appointed to the board of the Real Diaper Industry Association (RDIA)

KENNESAW, GEORGIA – January 22, 2010 – Dave Milligan, Sales Development Manager at Regal Lager, Inc. has been elected as the newest board member of The Real Diaper Industry Association (RDIA). Regal Lager is the exclusive distributors in the United States of the award winning Bambino Mio cloth diapering system from England.

Dave has been in the juvenile industry since 1989. He was the store manager of a retail store for fifteen years in Salt Lake City, Utah. He then went on to be a National Sales Manager for a juvenile furniture company and then a stroller company. He has been with Regal Lager since 2008. He is passionate about cloth diapering and proud to be serving on the board of RDIA. A short presentation of Milligan and the Board is on www.realdiaperindustry.org/board-of-directors.

"Today's parents are definitely concerned about their children's future environment and want to make their contribution. And today's modern cloth diapers have evolved tremendously compared to "your mother's/grandmother's cloth diapers". Combine that with the positive impact on the environment and substantial financial savings for the consumer, cloth diapers will continue to grow rapidly and give retailers a nice profit as well." says Milligan.

"Manufacturers, retailers and diaper services are working together in the Real Diaper Industry Association to continue this momentum and make cloth diapers the preferred method of diapering. Regal Lager is excited and honored to have Dave join the RDIA board and we hope to be able to contribute to the continued success of cloth diapers" says Regal Lager's President, Bengt Lager.

About Bambino Mio

The Bambino Mio brand is now sold in 70 countries around the world and market leaders in Europe. With continuous product development the company is committed to providing the best cotton nappies and associated products. For more information on Bambino Mio, please visit www.bambinomio.com

About Regal Lager, Inc.

Regal Lager is a distributor of carefully selected high quality baby and children's products to the United States and Canada. The mission is to build quality brands through excellent customer care; quick distribution to quality retailers, catalogs and websites; and through national advertising. For more information, please visit www.regallager.com

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