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FOR IMMEDIATE RELEASE

Regal Lager goes green with Bambino Mio® cotton nappies from Europe

KENNESAW, GEORGIA – May 4, 2009 – Regal Lager, Inc. announces their new partnership with award winning Bambino Mio, a complete, environmentally friendly system of cotton nappies that will help families save substantial amounts of money, while drastically reducing the negative impact on the environment. The Bambino Mio nappy system, proven better for baby than disposable diapers, is sold in more than 70 countries and is the market leader in England and other European markets.

The interest in cotton nappies is steadily increasing, as more and more parents see the benefits for their babies as well as for the environment and their wallets. In the US 75 million disposable diapers go to landfills every single day. Using Bambino Mio reusable 100% cotton nappies, proven to be just as convenient as disposables, teach older siblings, friends and family about greener ways. Parents also look for ways to save money. Bambino Mio nappies cut costs approximately in half, compared to disposable diapers. Families with more than one baby save more; using the same long lasting nappies and covers they already have from their first baby.

"Reusable diapers are not only better for the environment, but can save parents considerable amounts of money, which is particularly resonant in the present economic climate" says Bambino Mio President Guy Schanschieff. *"Today's consumer is more environmentally aware than ever"*, continues Schanschieff. *"The more parents start to look into sensible reusable nappies and see the advantages, the more our market in Europe has been growing. It now makes sense that we expand our market also to the US, which is why we turned to Regal Lager, well known for their success in building quality brands"*, concludes Schanschieff.

"Many companies, as well as most parents want to do "what's right" for the planet and for coming generations", says Bengt Lager, President of Regal Lager. *"As a distribution company, we now want to do our part, offering environmentally friendly products to the US market. Each baby in this country go through thousands of diapers from birth till they are potty trained, and 27 billion diapers go to landfills every year. As we all know they do not decompose well",* says Lager. *"Families using the Bambino Mio nappies contribute to a healthy and safe environment for their children to grow up in, and as they save money, it is a true win-win situation".*

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About Bambino Mio

The Bambino Mio brand is founded on the principles of quality, convenience, comfort and style. With continuous product development the company is committed to providing the best cotton nappies and associated products available. 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. Our mission is to build quality brands through excellent customer care; quick distribution to quality retailers, catalogs and select websites; and through national advertising. For more information, please visit www.regallager.com



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