



## AMEDA® LAUNCHES NEW WEBSITE COMBINING CLINICIAN & MOM-INSPIRED CONTENT

LINCOLNSHIRE, ILLINOIS (March 14, 2011) – Ameda is proud to announce the launch of a brand new clinical section to [www.ameda.com](http://www.ameda.com) to complement the mom-inspired site introduced in 2010. The site includes valuable content geared towards Ameda’s clinical customers and users.

### Teaching tools

The **Teaching tools** section contains informative and effective tools perfect for class settings or when working with mothers one-on-one. All materials may be downloaded and printed for individual or instructional use only. In this section, visitors can watch educational and product videos, download visual aids, read the informative Q&A series and find other clinical tools, such as the mother’s pumping log. Ameda’s most popular video, *Your Baby Knows How to Latch On*, illustrates basic dynamics that can help make breastfeeding more comfortable.

### Reference library

Want to review the research on Ameda products or other notable breastfeeding studies? Curious about Ameda’s speakers? Looking for breastfeeding conferences, professional associations, or Baby-Friendly hospitals and birth centers? The **Reference library** section brings together all this information in one convenient location.

### The Ameda difference

Whether a new or a longtime Ameda user, visitors to **The Ameda difference** section of the website find information about Ameda’s history and its unique product features. Find out how the Ameda HygieniKit®, the world’s only breast pump milk collection system with Proven Airlock Protection™, helps protect breast milk from bacteria, mold, and viruses while pumping. Learn how CustomControl™ helps mothers follow their milk flow while pumping. Discover VacuSense™ Technology, Ameda’s latest innovation found in the

Ameda Platinum® pump. And uncover how Ameda's CustomFit Flange System™ helps a mother's comfort and milk flow.

### **Ameda products**

Important product information can be located in the ***Ameda products*** section.

Ameda provides the highest quality breastfeeding products and education to support both mothers and clinicians. Visitors can click through product features, specifications, instructions for use, marketing materials, product videos and testimonials for Ameda's extensive breastfeeding product line. Take the time to browse through the hospital-grade breast pumps, personal breast pumps, accessories and resources. Ameda's newest hospital-grade breast pump, the Ameda Platinum pump, is featured in this section. Users can also find out where to buy Ameda product either through the store locator tool or from one of many online retailers.

The new [www.ameda.com](http://www.ameda.com) is now live! Visit today!

### **About Ameda**

Ameda has been the first name in breast pumps for over 65 years. First developed by Swedish inventor and civil engineer Einar Egnell to mimic a baby's natural nursing rhythm and intensity, Ameda used this innovative technology to create a breast pump that was simple, comfortable, and efficient. Today, Ameda breast pumps continue to utilize Einar Egnell's breakthrough technology—along with advanced features that today's mothers expect. Ameda was acquired by the Evenflo Company, Inc, in 2008. Evenflo, headquartered in Miamisburg, Ohio, was founded in 1920 and is a top supplier of infant and juvenile products.

For more information on Ameda, visit [www.ameda.com](http://www.ameda.com).

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