

Contact: Audrey DeSimone  
[audrey@austlen.com](mailto:audrey@austlen.com)  
508-446-6816



## **AUSTLEN™ BABY CO. ENTERS JUVENILE PRODUCTS MARKET WITH REVOLUTIONARY STROLLER**

*The Entourage™ Stroller Answers Parents' Need to Carry Lots of "Stuff" With  
the Most Versatility and Storage Capacity on the Market*

AUSTIN, Texas, Sept. 29, 2015 — Parents searching for the stroller that “does it all” can look no further. Austlen Baby Co. makes its debut in the juvenile product industry at the ABC Kids Expo, Oct. 18-21, 2015, in Las Vegas, with the introduction of the Entourage stroller, featuring the most versatility and storage capacity on the market.

The Entourage stroller’s patented design has a simple one-handed expandable frame with three positions that enable multi-child configurations and the ability to carry large items, such as ice chests, shade canopies, pool inflatables and even luggage. The Entourage has the strongest weight limit of any stroller and can accommodate up to 150 pounds combined weight of children and cargo. Yet, the stroller’s unprecedented capacity is seamlessly incorporated into a stylish design that does not compromise on compact fold, quality or child comfort.

Austlen Baby Co. is already receiving accolades for the Entourage. The stroller was recently named as a 2015 JPMA Innovation Awards Finalist in the Juvenile Products Manufacturers Association’s annual competition for the most innovative products being shown at the ABC Kids Expo. Winners will be announced Oct. 18 in Las Vegas.

“We created Austlen Baby Co. with the belief that parents should have gear that gives them the freedom to ‘go and do’,” said Leslie Stiba, chief executive officer of Austlen Baby Co. “Parents need products that adapt to their changing activities throughout the day and carry what they need, when they need it. The Entourage stroller is the first in a series of products that provide the style and flexibility an Austlen consumer will expect, with integrated options that fit each stage of their growing family.”

### **Flexibility and Utility**

The Entourage stroller is the first to provide ample and easily accessible storage for both large and small items. Parents can let the Entourage do all the work when it comes to outings because the stroller’s expandable frame gives them the freedom to select their stroller’s size and storage capacity, accommodating one or two children in addition to cargo.

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“Outings with young children should be fun, not a test of personal strength,” said Patrick Laffan, chief technology officer of Austlen Baby Co. “As a father of three young children, I wanted to design a stroller that has plenty of storage capacity to free up a parent’s hands, whether they are at the grocery store, the airport or even a theme park. We designed the Entourage to literally take the weight off of dad’s, or mom’s, shoulders by letting the stroller carry the large load.”

Additional features of the Entourage stroller that offer storage, travel and transportation solutions include:

- a large market tote that expands between the handlebar and front seat to carry a wide variety of items from baby essentials to groceries. The tote adjusts in size with the stroller’s position, has integrated cup holders, a tablet sleeve, pockets for cell phones and sunglasses, and an aerated pocket for pacifiers and such. The market tote can be easily removed and placed in the car or home without needing to empty it
- a front seat that accommodates children from birth up to 50 pounds
- an available second seat that can be reclined simultaneously with the front seat for napping
- an available jump seat and integrated platform rider for preschoolers
- a self-standing, compact fold that is easy and can be done without removing secondary seating

The Entourage stroller will retail for approximately \$849.99 and is expected to be available in 2016. Austlen Baby Co. will showcase the Entourage in booth #7425 at the ABC Kids Expo.

### **About Austlen Baby Co.**

Austlen Baby Co. creates juvenile products that make being a parent a little easier. The Austlen team understands the daily lives and frustrations of new parents and works tirelessly to create intuitive, purpose-driven products that make family life easier and more fun — giving parents the freedom to live in the moment.

Austlen Baby Co. was co-founded by CEO Leslie Stiba, a former global product manager with a background in driving product development and a parent of two young children. She saw a strong need in the market for a stroller that could assist with everyday tasks, such as carrying a load of groceries at the supermarket, allowing arm’s-reach access to baby items and transporting large gear. Stiba designed a stroller concept, secured a patent, and launched a company to make it a reality. She then recruited industry veteran Patrick Laffan to the business. Laffan, co-founder and parent of three, was a previous director of engineering for Newell Rubbermaid’s baby product divisions (Graco, Aprica and Teutonia). Together they are launching Austlen Baby Co.’s flagship product — the Entourage. Austlen Baby Co. is based in Austin, with a design and engineering office in Philadelphia.

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