



AUSTLEN™ BABY CO. RELEASES PATENT-PENDING ENTOURAGE® BEACH WHEELS

*The stroller with the most carrying capacity and versatility on the market
just got ready to hit the beach this summer.*

AUSTIN, Texas, May 18, 2017 — Parents ready to hit the beach this summer can finally do so with stroller wheels that work on the sand! Austlen Baby Co. announced today that it is releasing its patent-pending dual-surface beach wheels, designed to roll with ideal performance on both sandy and smooth terrain.

Not only does the Entourage stroller give parents the freedom to carry everything they need, but now with its beach wheels accessory, families can load up their Entourage with a cooler, beach chairs, shade canopy – and baby of course – for a fun day at the beach!

“Family fun shouldn’t stop at the sand,” said Leslie Stiba, chief executive officer of Austlen Baby Co. “Parents should be able to use their stroller to carry their little one plus everything they need for a great day at the beach without struggling or making multiple trips!”

Entourage beach wheels include a quick-release feature that allows parents to quickly and easily swap them out with their regular wheels. A video showing the wheels in action can be viewed on the company’s [website](#).

Entourage beach wheels can be pre-ordered through [Austlen Retail Partners](#) and online at austlen.com for \$59.99. The company expects to begin shipping in June.

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

Contact:
Clara Bradbury
clara@austlen.com
512-944-6034

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.

www.austlen.com

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