



G'day To Those Born In The USA, Says Aussie Maternity Wear Company, FertileMind.com

The USA has a new website offering great maternity wear and accessories. Fertilemind.com.au has attracted so many visitors from the U.S. that the company has expanded into online store, FertileMind.com.

For Immediate Release

SEAFORTH, NSW/EWORLDWIRE/Oct. 23, 2006 --- FertileMind.com, A Web site that offers American customers Australian maternity wear, has been launched. FertileMind.com is jam packed with funky and practical Australian maternity accessories and maternity fashions.

The Web site is the direct result of so many pregnant women in the U.S.A. buying maternity clothing from the Australian website, FertileMind.com.au.

Available to American customers from an American warehouse with local shipping rates, www.fertilemind.com offers versatile maternity wear (the 6WayDress, 6WayTop and 2WayPants) as well as the Belly Belt kit (to adapt regular clothing), the Belly Tube (to extend tops) and Being Dad, a DVD that looks at how dads cope with impending fatherhood.

Fertile Mind is well known for its quality maternity wear and range of maternity accessories. It began with the Belly Belt kit, a clever stretchy kit that buttons into regular clothing to turn them into maternity wear. Belly Belt is now a household name in many countries and one of the best maternity buys.

The stretchy maternity band Belly Tube is a cotton tube of fabric that extends tops during pregnancy. Clever maternity clothing that wearers can make from their own wardrobe.

The 6WayDress and 6WayTop are new to the United States and initial demand indicates potential for taking America by storm. Versatile maternity wear is the new catchcry of pregnant women, and this maternity dress and maternity top are the most adaptable pregnancy clothing around. Each can be worn in more than six different ways, offering women the choice of up to a dozen maternity outfits. As the fabric is a quality elastane jersey, the garment falls beautifully to flatter the pregnant figure. Also at www.fertilemind.com are the 2WayPants maternity pants, which have no uncomfortable waistband. Very smart as corporate maternity wear, the 2WayPants can be worn as a jumpsuit, or the waistband can be folded down to any point to make overbelly or underbelly pants.

The versatile maternity wear is available in chocolate or black and can be seen at www.fertilemind.com.

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