

Mothers Work, Inc.

To: Sheryl Rothrogers
Date: December 7, 2007
Re: Secret Fit Belly™ Marketing Update

Below is an update on the marketing efforts that are supporting and building awareness for the Secret Fit Belly™ product across all brands.

- ✓ *Web and Email* will be used as integral portals to communicate the uniqueness and exclusiveness of the Secret Fit Belly™ products across all brands.
 - Testimonials from customers are featured on the Secret Fit Belly™ section banners for each brand – 12/7/07. Testimonials will continue to be collected and refreshed on the sites going forward.
 - Banners highlighting Secret Fit Belly™ are featured on the Home Pages of Motherhood and Mimi Maternity for 12/7/07. A Pea in the Pod and Destination Maternity Banners to launch on 12/14/07 in order to effectively support Holiday and Gifting message. Home Pages for all brands will dedicate space to highlight Secret Fit Belly™ going forward.
 - Secret Fit Belly™ emails are planned for all brands with featured testimonials for 12/21/07. Secret Fit Belly™ will go forward be mentioned in at least 1 out of 4 of each brand's monthly plan. Quarterly dedicated emails for Secret Fit Belly™ are scheduled for sustaining awareness.
 - Test in January 2008 Web banner advertisement placements on relevant sites including blogs featuring Motherhood's \$16.98 Secret Fit Belly™ Jean.
- ✓ *Editorial* meetings held in New York showcasing the Fall 2008 collection have resulted in placements. The Secret Fit Belly™ product was well received by fashion editors.
 - To date the Secret Fit Belly™ has been featured in: American Baby (November 2008); Fit Pregnancy (Dec/Jan 2008); Pittsburg Post Gazette (10/22/07); Charlotte Observer (10/23/07)
 - Requests and samples have been sent for upcoming shoots to: Pregnancy Magazine (March 2008 issue); Momtrends.com (blog); Baby Talk (March 2008 issue).
 - Product press release planned for the end of December 2007.
- ✓ *National Advertising* has been planned highlighting Motherhood's \$16.98 Secret Fit Belly™ Jean to continue driving Motherhood's brand perception of offering hot fashions at low prices. Motherhood's broad reach and price point driven communication will help solidify the first mover advantage of the Secret Fit Belly™ type products in the marketplace.

Advertising is being executed in the following publications:

- Fit Pregnancy: Feb/March 2008 Issue - on sale January 21, 2008
 - Glamour: March 2008 Issue - on sale February 12, 2008
 - In Style: March 2008 Issue - on sale February 15, 2008
 - Baby Talk Mom-to-be: Spring 2008 Issue - on sale April 14, 2008
 - Espera: Spring/Summer Issue - on sale April 1, 2008 (Spanish version of AD will be created)
 - The Nest: Spring Issue: on sale - February 18, 2008
 - Today's Parent Pregnancy and Birth: Spring Issue - on sale May 2008
- ✓ *Store* signage is being utilized to communicate and call out the product in stores:
 - Currently all stores have Secret Fit Belly™ signs
 - Additional 11 x 14 testimonial signs are being created for each brand to place next to the existing signage at the stores (early January 2008).
 - Motherhood window feature of the 16.98 Secret Fit Belly™ Jean planned (starting February 2008)

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