



NEWS RELEASE – IMMEDIATE

ATTENTION TV REPORTERS: B-ROLL AND SOUND BYTES OF MOMMYMIXER ARE AVAILABLE UPON REQUEST

THE NANNY DIARIES MISSING CHAPTER:
“MAKING THE RIGHT SITTER/FAMILY CONNECTIONS WITH
MOMMYMIXER – NO TYRANTS NEED APPLY”

Austin, TX—(August 20, 2007) “The Nanny Diaries,” releasing in theatres across country on August 24th, tells the stories of more than just those of the fictional movie characters. Annie, played by Scarlett Johansson, and her employers, the “X” family, are a composite of families and sitters that are all running up against the same problem—finding good childcare and, more importantly, finding the right fit. Finding a nanny or babysitter can be a total nightmare and an even bigger one when you are hired by someone like the “X” family!

There are many ways to find childcare today, such as nanny services or online babysitter databases, but they each have their failings. The nanny services are incredibly costly and the babysitter databases are impersonal and time consuming--so, what is the modern mom to do?

MommyMixer! The latest and greatest trend in finding help or getting hired in the sometimes-fierce world of childcare is popping up across the country. Our clients are moms who have their thumb on the trend radar and are always in the know about what’s fabulous in their city. MommyMixer holds mixers at the most stylish venues in town, where these moms are given “The Babysitter Book,” filled with sitter resumes, and are able to meet and mingle with up to 25 exceptional college students in one evening at a location that offers the additional opportunity to shop for the hottest fashions, investigate the latest trends, sip the best coffee in town, or even browse through the latest gallery.

Mixers are the ideal way to find a great match for moms and sitters alike. They can compare schedules, experiences, requirements, and most importantly, personalities! Being part of the right family can be a

Press contacts:
Kathleen Kenney Lucente

512-217-6352

kathleen@mommymixer.com
PR@mommymixer.com

true blessing for both the college student and the family -- as seen with MommyMixer time and time again.

“Having been a sitter throughout college, I know that finding enough interviews to determine the right fit for a sitter can be daunting and of more concern is having to visit so many homes for various interviews. Today I’m a mom of two with a third on the way and I can see the value mixers bring to both the mom desperately in search of quality sitters and the college student looking for sitter jobs,” say Mary Sullivan Cooper, CEO and Chief Founding Mama of MommyMixer. “Our mixers take the stress out of the equation for both the sitters and the moms by allowing them to meet in person in a casual social environment to determine if they want to take the next step and get together for a more formal babysitter arrangement. Our success rate has been outstanding and our moms and sitters are walking away feeling they have made the right connections. To attempt to meet this many sitters or families through classified ads would take up to 20 + hours. I tell moms and sitters don’t settle for less find the right connections at our mixers.”

MommyMixer currently operates in 18 cities and we are constantly opening up in new locations and hiring City Managers and College Representatives. Check our website <http://www.mommymixer.com> for more information. No tyrants need apply.

The following short list of cities with September and October mixers is just a sample of confirmed events thus far. For a more detailed list with final locations contact info@mommymixer.com and parents and sitters need to register right away to save a spot as we reach capacity quickly:

Austin, TX
Dallas, TX
Ft. Worth, TX
Houston, TX
San Antonio, TX
Denton, TX
Georgetown, TX
Waco, TX

Atlanta, GA
Baton Rouge, LA
New Orleans, LA
Nashville, TN
Boulder & Denver, CO
NYC, NY

Other cities that will be jumping on the MommyMixer bandwagon in the near-term include: San Diego, San Francisco, Seattle, Chicago, Memphis, Raleigh/Cary, Durham/Chapel Hill, Charlotte, Asheville, Jackson, Birmingham, Charleston, Columbia, Greenville/Spartanburg, Tucson, Phoenix, St. Louis, Richmond, Washington D.C.

About MommyMixer

Founded in 2003, MommyMixer unites families with local university students through exclusive face-to-face sitter networking events. Deemed by MommyMixer veterans as the exclusive national face-to-face provider of “college-aged sitter connections,” MommyMixer has expanded to 18 cities to date, with plans for continued growth. Angel investors fund the company.

NOTE TO REPORTERS:

A short version of the b-roll can be viewed at:

<http://www.youtube.com/watch?v=IM97qD1k5LM>

The three taped sections include: a shortened interview with CEO (longer one available), a MommyMixer event, a visit with a family and their MommyMixer sitter