



FOR IMMEDIATE RELEASE

CONTACTS:

Kate Bailey French, (503) 475-0873, kate@gDiapers.com

Andrew Whitman, (312) 337-9085, asw@2xManagement.com

gDiapers Taps 2x Consumer Products Growth Partners For Expertise And Growth Capital

Aggressive Growth Expected To Continue For Eco-Friendly Flushable Diaper

December 3, 2007, Portland, OR – gDiapers, the earth-friendly hybrid diaper that you can flush, compost or toss, today announced a partnership with, and significant minority investment from, 2x Consumer Products Growth Partners of Chicago. Co-founders Jason and Kimberley Graham-Nye, CEO and President respectively, will work closely with the 2x Consumer Products Growth Partners team led by Managing Partner Andrew S. Whitman in building the business.

Last year alone, more than 18 billion diapers went into landfills across America, where they will not biodegrade for up to 500 years. Fifty million traditional disposable diapers are thrown out daily – approximately 35,000 diapers per minute! Environmentally friendly hybrid gDiapers consist of a stylish, breathable, washable outer ‘little g’ pant and a plastic-free ultra-absorbent refill that that will break down in 50 to 150 days. Environmentally-concerned consumers and caring parents have embraced them, including opinion leaders such as actress Julia Roberts. “gDiapers make for a happy baby and a happy planet. We’re Cradle to Cradle certified, which means that everything that goes into the refill is reabsorbed by the planet in a neutral or helpful way,” stated Jason Graham-Nye, CEO/dad and co-founder. “Also, being plastic-free means less diaper rash.”

“2x Consumer Products Growth Partners understands our commitment to a values-based business – one that looks after people, the planet and profits,” explained Kim Graham-Nye, President/mom and co-founder. “The unparalleled depth of experience in the industry will help gDiapers achieve our goals – business, social and environmental.”

“We review hundreds of opportunities among emerging branded consumer products companies, to identify highly differentiated businesses with significant growth potential,” commented Andy Whitman. “gDiapers has a consumer following the likes of which I’ve never seen before. They’ve created a game-changing product that can have significant impact on babies, parents and the planet. We’re proud to partner with and support Jason, Kim and the gDiapers team.”

As part of the new partnership, Whitman and Gil Pritchard, a 3-time industry CEO at Avalon Naturals, nSpired Foods and Barbara’s Bakery, have joined the gDiapers board of directors.

2x Consumer Products Growth Partners is joined in this Series B round by co-investor Golden Seeds, an angel investor group providing early stage and growth capital to women entrepreneurs across all sectors, plus current investors and manufacturing partner Principal Business Enterprises, Inc. The investment will be used to expand distribution, staff and products.

(Continued)

About gDiapers

gDiapers are the earth-friendly hybrid diaper that you can flush, home compost or toss. The 'g' stands for genuine, green, global, gentle, grassroots and giggle. At gDiapers we love babies and we love the planet, which is why we started a diaper company that is gentle to both. For years, there have been but two choices in diapers – cloth or disposable. That's it. Now gDiapers offers a new earth-friendly hybrid diaper choice. gDiapers have no plastic, no elemental chlorine, no perfumes, no smell, no garbage and no guilt. In fact, gDiapers are so gentle on the earth you can even garden compost the wet ones. They'll break down in 50 to 150 days. Founded by parents Jason and Kimberley Graham-Nye, gDiapers is committed to developing products that are gentle to babies and the planet. gDiapers is Cradle to Cradle certified (mbdc.com), which means that everything that goes into making a flushable refill is reabsorbed by the planet in a neutral or helpful way. For more information, visit www.gDiapers.com.

About 2x Consumer Products Growth Partners

2x Consumer Products Growth Partners brings industry expertise, contacts, connections and growth capital to emerging branded consumer products businesses. The firm invests in, and works in partnership with, founders and management of businesses capable of growing exponentially. Focus areas include businesses primarily within the \$1 million to \$15 million revenue range, in food, beverage, personal care, home care and pet care, particularly in the organic/natural, specialty/gourmet and ethnic sectors. Additional information is available at www.2xManagement.com.

###