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FOR IMMEDIATE RELEASE

NEW LUXURY BAG RESTRAINT LAUNCHES ONLINE AND IN STORES HANDBAG HANDCUFF... YOU HAVE THE RIGHT TO REMAIN CALM

(LOS ANGELES, CA - January 29, 2013) BACOR, Inc. today announced that Handbag Handcuff®, a patented new luxury bag restraint, will launch online and in select retail stores in January 2013. Handbag Handcuff is the first-of-its-kind bag restraint that secures your bag in place in the car, on a stroller, shopping cart or anywhere you go. It also doubles as a chic bag handle, so carrying shopping bags or heavy grocery bags is now far more comfortable.



“Handbag Handcuff was created to solve the universally vexing problem of Bag Dump™,” explains Beth Corets, President of BACOR, Inc. “Anyone who drives anywhere with a purse, diaper bag, takeout or grocery bag has likely experienced the slow-motion horror of Bag Dump. After your bag has toppled, your scattered cell phone, wallet, makeup and other belongings are now wedged under the floor mat and seat. Trying to collect them with one hand on the wheel is nearly impossible, not to mention incredibly dangerous. I invented Handbag Handcuff to restore my sanity and I’m thrilled to introduce it to consumers.”

Aside from its usefulness in the car, the Handbag Handcuff bag restraint easily attaches your bag to a variety of objects, such as a grocery cart, stroller, bicycle basket, luggage, chair or even a fence, preventing spillage and deterring theft. It can also be used as a handle. A tuck-away auxiliary strap expands the product’s range of uses and allows for clearance over thick or wide-handled items. Handbag Handcuff products allow you the convenience and freedom to do what you do - hands free.



The bag restraint is simultaneously strong and lightweight, featuring specially designed cuffs and luxurious stain- and fade-resistant vegan fabrics that were selected for form and functionality. It is small enough to carry in your bag and very durable. The bag restraint debuts in two colors (Cherry and Midnight) and is priced at \$42. Handbag Handcuff products are minimally packaged, evidencing BACOR's commitment to the environment and maintaining a zero carbon footprint.

ABOUT BACOR, INC.:

Inventor, attorney and mompreneur Beth Corets serves as President and CEO of BACOR, Inc. Always looking for creative ways to simplify life and reduce stress with humor, while reducing her carbon footprint, The Handbag Handcuff bag restraint is the first of many quality products she plans to bring to market.

For more information, visit HandbagHandcuff.com, where you'll also find explanatory images of the Handbag Handcuff bag restraint on the website's HOW TO USE IT page. High-resolution product images are available upon request.

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