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FOR IMMEDIATE RELEASE

HANDBAG HANDCUFF® LAUNCHES NEW CERISE PINK LUXURY BAG RESTRAINT AND PARTNERS WITH THE BREAST CANCER RESEARCH FOUNDATION® (BCRF)

(LOS ANGELES, CA - December 16, 2013) BACOR, Inc. today announced that it has introduced a new Cerise Pink Handbag Handcuff® to be sold year-round with five percent (5%) of the purchase price donated to The Breast Cancer Research Foundation® (BCRF) to raise awareness and further its research programs. Handbag Handcuff® joins BCRF's Survivors' Circle Partner Program, which encompasses a select group of breast cancer survivors and people who are involved in small business who have been personally touched by the disease.

Founder Beth Corets shared, "I wanted to dedicate a portion of the proceeds from the sale of the pink cuff to honor my friends and relatives who have struggled with breast cancer. I am thrilled and honored that BCRF embraced Handbag Handcuff® and extended their invitation for us to join roster of Survival Circle Partners."



The Cerise Pink Handbag Handcuff® joins the line's other two colors, Cherry and Midnight, all priced at \$42. With a rose-colored pouch, logoed lining and tuck-away auxiliary strap, the new Cerise Pink Handbag Handcuff® contains all of the features of the popular bag restraint - including the specially designed cuffs and luxurious stain- and fade-resistant vegan fabrics that were selected for form and functionality.

Handbag Handcuff® is a patented luxury bag restraint that secures your bag in place in the car, on a stroller, to a chair, luggage, a shopping cart or anywhere you go. It solves the universally vexing problem of toppled bags by securing your bag to the headrest post of the passenger seat to prevent spillage or theft. Handbag Handcuff® also doubles as a chic bag handle to carrying multiple shopping, takeout or grocery bags.

ABOUT THE BREAST CANCER RESEARCH FOUNDATION®

The Breast Cancer Research Foundation® advances the world's most promising research to eradicate breast cancer in our lifetime. Founded by Evelyn H. Lauder in 1993, BCRF has raised more than \$465 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis. This year, BCRF invested \$45 million in the work of more than 200

researchers at leading medical institutions across six continents. By spending 91 cents on every dollar on research and public awareness, BCRF remains one of the nation's most fiscally responsible charities. BCRF is the only breast cancer organization with an "A+" by CharityWatch, and has been awarded a 4-star rating from Charity Navigator 11 times since 2002.

ABOUT BACOR, INC.:

Inventor, attorney and mompreneur Beth Corets serves as President and CEO of BACOR, Inc. Beth is always looking for creative ways to simplify life and reduce stress with humor, while continuing to grow BACOR in a socially conscious way. BACOR, Inc. is proud of Handbag Handcuff's affiliation with BCRF and is grateful for the opportunity to help support BCRF's cancer research. The original Handbag Handcuff® bag restraint is the first of many quality products she plans to bring to market.

For more information, visit HandbagHandcuff.com/socialresponsibility and www.bcrfcure.org. Explanatory images of the Handbag Handcuff bag restraint appear on the website's HOW TO USE IT page and high-resolution product images are on the website's Media Resources page.

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