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FOR IMMEDIATE RELEASE

HANDBAG HANDCUFF® LAUNCHES TWO NEW COLORS OF ITS LUXURY BAG RESTRAINT

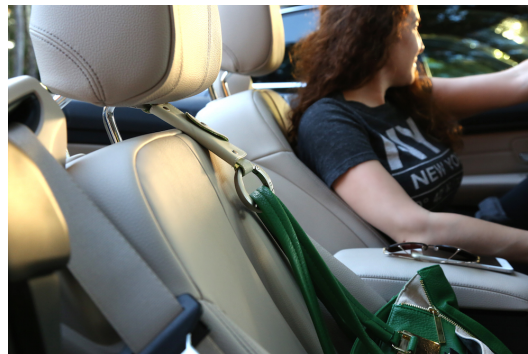
(LOS ANGELES, CA – July 6, 2015) BACOR, Inc. today announced that Handbag Handcuff®, its patented luxury bag restraint, will introduce two new color offerings online and in select retail stores on July 9, 2015.

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.

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.

New colors Taupe and Cobalt will join the existing line, which also features popular colors Cherry, Midnight and Cerise Pink. The peekaboo lining of the Taupe restraint has green- and champagne-colored accents. The Cobalt restraint boasts cool grey tones. Each restraint will maintain its pricing of \$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. 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. 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, 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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