Opportunity Knocks at Your Business’s Door

New and Improved 2009 Co-op Special

During these challenging economic times, it is important to invest in every benefit companies have to offer. Don’t miss out on this opportunity to invest in your success with Medela’s new and improved co-op specials. Did you know that each year three percent of your total net sales from the previous year are put into a co-op fund for you to advertise your business and Medela products? Not only are you doing business with the industry leader – you are also getting a commitment from us to help grow your business.

Medela has enhanced the 2009 Co-op Advertising Special by giving you more options to tailor your advertising piece to successfully market Medela products within your store. By taking advantage of this co-op special promotion, Medela’s complete line of products will send the message to mom that your business has everything she needs.
To qualify for 100% reimbursement, you must include all three required advertising components described below, while following the Medela Co-op Advertising Program Guidelines:

1. The ad must include a 2-Phase Expression® technology breastpump and the words 2-Phase Expression.
2. The ad must include the Medela logo.
3. The ad must include a Medela product photo and name from one of the categories below:

Medela Intimate Apparel

~ Medela BPA-free Breastmilk Bottles

~ Medela Tender Care® Products

~ Medela Baby Scales

No competitive products may be included in the advertisement, including Intimate Apparel. All other Medela co-op advertising guidelines apply.

If you have not received your 2009 Co-op Advertising Program Brochure please contact Medela Customer Service at customer.service@medela.com.
Medela Education: Changing Practice, Improving Outcomes, Saving Lives

Now you can easily schedule continuing education with cutting edge research, the latest clinical evidence and best practices! Medela has the programs you will need and best of all it can be delivered right to your door. For the past two years our education team has made it their mission to help health care providers nationwide increase breastfeeding initiation and duration through its comprehensive clinical education programs.

The Medela Education Team is comprised of Master’s-prepared registered nurses and lactation consultants with more than four decades of combined clinical experience. Our extensive research program initiates and supports basic clinical research by the world’s leading lactation scientists and clinical specialists. Medela’s substantial commitment to research allows the Medela Education Team to bring you the latest findings on human breastmilk science.

In addition to our own team of experts, Medela works closely with some of the world’s foremost experts in human lactation research. Significant breakthroughs in our understanding of the mammary gland anatomy and our concepts of milk production have come from our collaboration with Professor Peter Hartmann, PhD at the University of Western Australia. We also offer NICU specific programs led by Paula Meier, RN, DNSc, FAAN and Diane Spatz, PhD, RNC, FAAN who are pioneers in the research and practice of the use of human milk in the NICU. These relationships strengthen the foundation of our evidence-based education programs and products.

We look forward to working with you to plan and implement programs (pages 4-5) to meet your educational needs for 2009.

Meet the Medela Education Team

Amy O’Malley, RN, MSN
Manager, Education and Programs
Amy joined Medela in 2006 as Manager, Medela Education and Programs. She began her practice as a pediatric nurse at Children’s Memorial Hospital in Chicago where she was later appointed Director of Nursing Resources. Amy spent several years on the faculty at Loyola University School of Nursing in Chicago.

Irene Zoppi, RN, MSN, IBCLC
Advocacy Outreach
Irene joined Medela in 1999 and currently serves as a Clinical Education Specialist focusing on Advocacy Outreach acting as a vital resource for groups assisting breastfeeding mothers and infants. Prior to joining Medela, Irene spent years caring for new families in antenatal, labor and delivery, postpartum and NICU settings.

Maria Sienkiewicz Lennon, RN, MSN, CNM, IBCLC
WIC Liaison
Maria joined Medela in 2000 and has 30 years of clinical experience in maternal child health and nursing. Currently she serves as a Clinical Education Specialist with a focus on WIC efforts. She has been continuously board certified as a Lactation Consultant since the first official exam in 1985. Maria began her career in North Carolina working in hospital, private practice and public health settings.

Lynne Andrako, RN, BSN, IBCLC
NICU Specialist
Lynne joined Medela in 1997 and currently serves as a Clinical Education Specialist for the Medela NICU initiative. She began her nursing career in 1976 in the Neonatal ICU, at the Medical College of Virginia. Spending the majority of her career in Maternal Child Health, Lynne spent many years directing programs throughout Virginia for technology dependent children.

For more information on Medela Education go to www.medelaeducation.com or to schedule a program in your area email education@medela.com.
<table>
<thead>
<tr>
<th>Program Name</th>
<th>Description</th>
<th>Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composition of Human Milk: The Latest Scientific Findings</td>
<td>This program reviews the incredibly complex nature of unique components in human milk which are precisely engineered to provide optimal nutritional, protective, and developmental outcomes for the human infant. Important new research and discoveries which impact short and long-term health outcomes are discussed.</td>
<td>1.0</td>
</tr>
<tr>
<td>Challenges of the Late Preterm Infant</td>
<td>This program provides data on the specialized needs, vulnerabilities and care management of babies born between 34 and 37 weeks gestation. The challenges of breastfeeding the late preterm infant are discussed and strategies for maximizing breastfeeding support and minimizing complications are presented.</td>
<td>1.0</td>
</tr>
<tr>
<td>Breast Anatomy and Breastshields</td>
<td>Explore the recent research and findings regarding anatomy of the lactating human breast from Donna Geddes, PhD. Numerous video clips demonstrate criteria for clinicians to ensure the correct breastshield size for mothers using a breastpump in order to maximize milk yield and supply.</td>
<td>1.0</td>
</tr>
<tr>
<td>Essential Breastfeeding Management</td>
<td>One-hour program developed for all clinicians who work with breastfeeding mothers and babies. This program presents a brief overview of updates regarding current best practices for breastfeeding management in the hospital. This program is easily presented on the nursing unit for staff convenience.</td>
<td>1.0</td>
</tr>
<tr>
<td>How Breastfeeding Works: What Research Tells Us</td>
<td>The latest research describing the physiologic action of breastfeeding through infant feeding patterns, changing milk volumes, varying infant appetites and how lactation is maintained. Content is valuable for clinicians who provide breastfeeding instruction and guidance.</td>
<td>1.0</td>
</tr>
<tr>
<td>The Birth Process and Beginning Breastfeeding: The First 24 Hours</td>
<td>Designed for nurses and other health professionals who care for mothers and babies throughout the labor/birth process and into the first 24 hours of life. Reviews the evidence supporting important labor/birth and early postpartum practices that improve the stabilization of the newborn and affect the short and long-term success of breastfeeding. Preventing hyperbilirubinemia, improving temperature stability, gut colonization, immune system development, and decreased incidence of hyperbilirubinemia are discussed.</td>
<td>1.0</td>
</tr>
<tr>
<td>Value of Human Milk for Mothers, Infants and Society</td>
<td>Discover the incredible value that human milk provides. Explored are the many benefits and value that human milk provides to the infant, mother, hospital, and society. Also addressed are the risks associated with not providing human milk.</td>
<td>1.0</td>
</tr>
<tr>
<td>Answering Common Breastfeeding Questions and Helping Mothers Overcome Difficulties</td>
<td>Mothers frequently have questions and sometimes encounter challenges when they begin breastfeeding. This program addresses breastfeeding management issues such as latch-on difficulty, nipple soreness, engorgement, milk supply issues and other common challenges. Evidence-based solutions are discussed through the use of questions, answers and case studies.</td>
<td>1.5</td>
</tr>
<tr>
<td>Optimizing Weight Gain Through Human Milk Management</td>
<td>Discover how to scientifically manage human milk feedings while increasing infant weight gain. Emphasis is on the measurement of human milk caloric content and feeding practices. Case studies of infants in the NICU and outpatient settings are presented, demonstrating the significance of human milk caloric content validation.</td>
<td>1.5</td>
</tr>
<tr>
<td>Alternative Feeding Strategies for Infants with Special Needs</td>
<td>Discusses options and the use of alternative feeding devices available to ensure that babies with special needs can receive human milk even when unable to feed at the breast. This program addresses the unique needs of families who are in crisis and provides clinicians with skills and tools to help these special babies get the best start in life through the use of human milk.</td>
<td>1.5</td>
</tr>
<tr>
<td>Human Milk in the NICU: Best Practices</td>
<td>Instructs clinicians who care for mothers of NICU infants about the value of human milk for premature infants. The economic impact of not using human milk for premature babies is included. Specific nursing practices that significantly impact the delivery of human milk in the NICU are thoroughly described.</td>
<td>1.5</td>
</tr>
<tr>
<td>Hyperbilirubinemia in the Breastfeeding Newborn</td>
<td>Designed for nurses caring for infants at 35 weeks gestation or more who are at risk for hyperbilirubinemia. The program reviews the etiology, risk factors and screening guidelines for hyperbilirubinemia as well as differentiating pathologic and physiologic jaundice, and breastfeeding and breastmilk jaundice. In addition, the program reviews nursing responsibilities regarding evaluation, assessment, and utilization of nomograms from the AAP guidelines. An emphasis on accurate lactation support and discharge planning is also included.</td>
<td>1.5</td>
</tr>
</tbody>
</table>

**Clinical Education Programs**

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Description</th>
<th>Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preserving Breastfeeding Through Breastpump Technology and Research</td>
<td>A review of the evolution of breastpumps, breastpump technology and research. Time is provided for hands-on comparison of various breastpumps currently available in the market.</td>
<td>3.0</td>
</tr>
<tr>
<td>Evidence-Based Breastfeeding: What Clinicians Need to Know</td>
<td>This three hour program presents evidence-based breastfeeding information for clinicians who care for breastfeeding families and want to standardize the information given in their facilities. Included are research-based updates regarding the uniqueness of human milk, reduction of short- and long-term morbidities to babies, an overview of lactation physiology, latch-on and positioning techniques, and current clinical practice guidelines for normal breastfeeding management and discharge planning.</td>
<td>3.0</td>
</tr>
<tr>
<td>Making a Difference: Strategies to Improve Breastfeeding Outcomes</td>
<td>This day-long overview presents information and strategies to help achieve successful breastfeeding management in WIC and other community settings. The program focuses on improving the knowledge and skills of those providers who care for breastfeeding mothers and infants before and after birth. Topics include: prenatal issues, what the new mother needs to know, prevention and management of common problems, returning to work or school, breastfeeding after the first six weeks, and providing a continuum of care throughout the mother’s breastfeeding experience.</td>
<td>6.0</td>
</tr>
<tr>
<td>Breastfeeding Management for In-Hospital Clinicians: Improving Outcomes</td>
<td>This day-long program is designed for hospital-based nursing staff to improve their knowledge and skills regarding lactation management issues. Evidence-based practices which improve outcomes will be reviewed. Key information includes initiation and early management practices, assessment skills, common challenges, maternal and infant complications, early pumping issues, medications and discharge planning.</td>
<td>6.0</td>
</tr>
</tbody>
</table>
### NICU Clinical Education Programs

<table>
<thead>
<tr>
<th>Program Name</th>
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<th>Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Late Preterm Infant: Optimizing Care for Infants at Risk</strong></td>
<td>An overview of preterm and late preterm birth statistics as well as the epidemiology associated with these infants. Includes a review of definitions associated with the most recent finding regarding the care of the late preterm infant. Identifies morbidities, mortality, trends and the physiological differences between late preterm and term infants. Included are lactation risks associated with these vulnerable infants as well as the economic impact of infants that are born too soon and discharged too early. Included are case studies that show the impact of appropriate and inappropriate care in the hospital, at discharge and follow-up.</td>
<td>3.0</td>
</tr>
<tr>
<td><strong>The Role of the NICU Nurse in Providing Human Milk: Changing Old Attitudes</strong></td>
<td>Conflict and stress related issues for the NICU nurse with regard to providing human milk for preterm infants. Significant research regarding the benefits of human milk for preterm infants is included. Understanding the value of human milk and its impact on these vulnerable infants as well as incorporating best practices in the first 100 hours emphasizes that the responsibility lies with all health care providers to support provision of human milk. Several scenarios are presented describing how attitudes can affect behaviors.</td>
<td>3.0</td>
</tr>
<tr>
<td><strong>Trends in Neonatology and the Impact on Human Milk</strong></td>
<td>Explores the history of Neonatology from the early 20th century to present time with an emphasis on how the health of newborns can impact the future of our country. Included is the beginning of Apgar scoring, mortality of preterm infants in the 1960’s, assisted ventilation in the 1970’s, surfactant in the 1980’s and the age of the “micropremie” in the 1990’s. Also discussed is the current climate of genomic and assisted reproductive technology. The history of breastfeeding rates and practices are discussed to parallel with advances in technology. The program concludes with an overview of how costs of short and long-term care when providing human milk can impact conventional NICU charges.</td>
<td>3.0</td>
</tr>
<tr>
<td><strong>Families in Crisis</strong></td>
<td>A review of the parent’s, family and professional’s perspective regarding the stay in the NICU. Included in the program is the impact of the infant’s medical status on family dynamics, especially the mother-infant relationship. Developmental and situational stressors, psychosocial demands and ineffective coping are discussed. Psychological tasks for the mother and family are included. Explores the health care provider’s role regarding advocacy, education, ethics and grief. The role of human milk in nutrition, early enteral feeds, skin-to-skin care and transition to the breast are included. The roller coaster ride in the NICU is explored in poignant detail from several mothers’ and families’ perspectives.</td>
<td>3.0</td>
</tr>
</tbody>
</table>

### New Education Material

**Breastmilk Pumping Log** - Medela’s mom-friendly breastpumping log contains helpful tips, motivation and definitions to help mom successfully provide the benefits of breastmilk to her NICU baby.
- Item # 1547553 English
- Item # 1547556 Spanish
- Price - $180.00 per case of 100

**Infant Suck CD-ROM** - Donna Geddes, PhD from the University of Western Australia has used the latest ultrasound technology to capture the science of the infant suck for the first time ever. This evidence-based CD provides her revolutionary discoveries. May be used and incorporated into training material.
- Item # 2001922
- Price - $49.95

**Textbook of Human Lactation** - Hale & Hartmann’s Textbook of Human Lactation is a compilation of chapters on the science of human lactation. Written by the foremost scientists in their fields, these chapters cover everything from the composition of human milk to why breastfed infants need supplements of vitamin D, to how a variety of medications impact the breastfeeding couple.
- Item # 1908053
- Price - $89.95

**Breast Anatomy CD-ROM** - Using the latest ultrasound technology Donna Geddes, PhD was able to look inside the human breast and make revolutionary discoveries that will change medical text books! Includes a comprehensive anatomy presentation for self-education along with free downloads of the breast anatomy in 2D and 3D. Use these to create your own training materials.
- Item # 1907746
- Price - $19.95
UPCOMING PROGRAMS

Our programs provide your staff with evidence-based research and information regarding current breastfeeding management issues that you can implement to change practice and improve outcomes.

HUMAN MILK IN THE NICU: TRANSLATING EVIDENCE INTO PRACTICE

Presented by:
Paula Meier, RN, DNSc, FAAN
Diane Spatz, PhD, RNC, FAAN

This Symposium is led by two healthcare professionals who are pioneers in the research and practice of the use of human milk in the NICU. They will provide evidence about the impact of human milk feedings on health outcomes and costs of care for premature, surgical, late preterm and readmitted newborn infants. Their research and evidence represents two different environments – a birthing hospital and a top children’s hospital. Speakers focus on arming attendees with clinically proven, evidence-based methods for successfully establishing human milk and breastfeeding programs.

ARLINGTON HEIGHTS, IL

Date: April 7, 2009
Time: 8:00 am – 4:30 pm
Location: Northwest Community Hospital
Arlington Heights, IL

Registration Details:
Click here www.nicueducation.com to register for this event.
Early bird registration expires on March 7, 2009

Registration Fees:
$175 for registration fee
$150 for early bird registration
$135 for group registration for 10 or more

SPOKANE, WA

Date: April 24, 2009
Time: 8:00 am – 4:30 pm
Location: Deaconess Health and Education Center
Spokane, WA

Registration Details:
Click here www.nicueducation.com to register for this event.
Early bird registration expires on March 23, 2009

Registration Fees:
$175 for registration fee
$150 for early bird registration
$135 for group registration for 10 or more

COLUMBIA, SC

Date: May 12, 2009
Time: 8:00 am – 4:30 pm
Location: Palmetto Richland Memorial Hospital
Columbia, SC

Registration Details:
Click here www.nicueducation.com to register for this event.
Early bird registration expires on April 13, 2009

Registration Fees:
$175 for registration fee
$150 for early bird registration
$135 for group registration for 10 or more
LACTATION INNOVATION RESEARCH UPDATED FROM DOWN UNDER

Presented by:
Mark Cregan, PhD

Mark D. Cregan, PhD undertook his doctoral studies at The University of Western Australia in the laboratory of Professor Peter Hartmann specializing in the composition of breastmilk following premature birth. There, Dr. Cregan’s group researched the appropriate storage conditions of breastmilk and the cellular composition of breastmilk in relation to milk synthesis, milk removal and potential lactation difficulties. Recently, Dr. Cregan demonstrated the presence of putative mammary stem cells in human breastmilk. Dr. Cregan has also researched lactation following premature birth and the benefits of regular breast expression in women who experience lactation difficulty following premature birth. In recognition of his work, Dr. Cregan was recently awarded the Ehrlich-Koldovsky Early Career Award by the International Society for Research in Human Milk and Lactation. Dr. Cregan actively participates nationally and internationally in educational lectures and workshops for community groups and health and medical professionals.

METAIRIE, LA

Date: April 23, 2009
Time: 8:30 am – 4:00 pm
Location: East Jefferson Hospital
Metairie, LA

Registration Details:
Click here www.medelaresearch.com to register for this event.

Registration Fees:
$125 early bird by March 6
$135 for group registration of 10 or more
$150 standard

MILL VALLEY, CA

Date: April 24, 2009
Time: 8:30 am – 4:00 pm
Location: Acqua Hotel
(Sponsored by Marin General Hospital)
Mill Valley, CA

Registration Details:
Click here www.medelaresearch.com to register for this event.

Registration Fees:
$125 early bird by March 6
$135 for group registration of 10 or more
$150 standard
Translating the Evidence: Best Practices for Human Milk Feeding

Presented by: Paula Meier, RN, DNSc, FAAN

This 5.5 CE program will be led by Dr. Paula Meier, who is a pioneer in the area of research and practice for the use of human milk in the NICU. She will provide evidence about the impact of human milk feedings on the health outcomes and costs of care for premature and late preterm infants. Dr. Meier will focus on arming attendees with clinically proven, evidence based methods for successfully establishing human milk & breastfeeding programs that target these at-risk populations. Specific examples of complex human milk management strategies for these infants will be highlighted.

Upcoming Events

Improving Outcomes Through Evidence-Based Breastfeeding Research

- **Date:** April 2, 2009
- **Time:** 8:30 am - 3:00 pm
- **Location:** Hoag Hospital
  Newport Beach, CA

The Role of the NICU Nurse in Providing Human Milk

- **Date:** April 8, 2009
- **Time:** 11:00 am - 3:00 pm
- **Location:** Norton Suburban Hospital
  Louisville, KY

Families in Crisis

- **Date:** April 9, 2009
- **Time:** 8:45 am - 12:15 pm
- **Location:** Kosair Hospital
  Louisville, KY

Presented By: Maria Sienkiewicz Lennon, RN, MSN, CNM, IBCLC

For more information on Medela Education go to [www.medelaeducation.com](http://www.medelaeducation.com).
MEDELA WELCOMES THE NEWEST CERTIFIED NURSING CENTERS

The Partner Program recognizes accounts who continue to grow their business with the support of the Medela brand. Medela’s Certified Nursing Centers offer a full product assortment that provides a “one-stop shop” for all of mom’s breastfeeding and educational needs. Moms will find dedicated staff, including Certified Product Specialists and Bra Fitters providing superior customer service. Certified Nursing Centers also offer Breastfeeding Specialist referrals, educational materials, classes, and so much more.

Click on the logos of our newest Certified Nursing Centers for more information.

Becoming Mothers
2525 Arapahoe Ave., H12-B
Boulder, CO 80302
(303) 546-MAMA (6262)
www.becomingmothers.com

Isis Maternity
110 Second Avenue
Needham, MA 02494
(781) 429-1459
www.isismaternity.com

Mom and Pop Place
117 W. Wisconsin Avenue
Neenah, WI 54956
(920) 725-0488
www.momandpopplace.com

Babytalk
933 McFarland Blvd.
Northport, AL 35476
(866) 998-BABY
www.mybreastpump.com

From Here to Maternity
1055 Johnnie Dodds Blvd., Suite 70
Mt. Pleasant, SC 29464
(843) 884-8250
www.fhtmaternity.com

My Little Juel / Merry Go Round
30037 Woodland Hills
Kingwood, TX 77339
(281) 359-7580
www.mylittlejuel.com

Carolinas Medical Center – Union
600 Hospital Drive
Monroe, NC 28111
(704) 296-4115
www.cmc-union.org

Mommy Gear
107 S. St. Clair St.
Ligonier PA 15658
(888) 624-GEAR or (724) 238-9633
www.mommygear.com

The Pump Station & Nurtury™
2415 Wilshire Blvd.
Santa Monica, CA 90403
(310) 998-1981
www.pumpstation.com

Click here for a complete listing of nationally recognized Medela Certified Nursing Centers™
**What’s New**

**Complete Breastmilk Feeding & Storage Solution**

*Everything mom needs to collect, store and feed breastmilk.*

*Announcing the brand new 8oz polypropylene bottles and introducing wide base nipples for all breastmilk feeding products!*

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**Breastmilk Bottle Sets**

- Safe plastic designed for long-term breastmilk storage retains breastmilk’s beneficial properties.

- **New** wide base silicone nipple complements breastfeeding.

- Available in convenient 5oz and new 8oz sizes that work with all Medela breastpumps.

- Colorful, easy-to-read volume marks in ounces and milliliters.

- Dishwasher and microwave safe.

- Pump, store and feed with the same bottle.

- Set includes bottles, caps, collars and nipples.

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5oz polypropylene

**New** 8oz polypropylene
What’s New

Glass Breastmilk Bottle Sets

- Safe and durable glass retains breastmilk’s beneficial properties.
- **New** wide base silicone nipple complements breastfeeding.
- Available in convenient 4oz and **new 8oz** sizes.
- Embossed ounce and milliliter measurements.
- Works with Medela breastpumps for pumping directly into the bottle.*
- Easy to clean and recyclable.
- Sets include a Quick Clean™ Micro-Steam™ bag for daily disinfecting of any Medela bottles, nipples and other feeding accessories.
- Set includes bottles, caps, collars and nipples.

*8oz glass bottles not intended for use with the Medela Single Deluxe™ breastpump and the Medela Freestyle™ hands-free system.

Breastmilk Feeding Gift Set

- Everything mom needs to collect, store and feed breastmilk.
- (3) 5oz polypropylene bottles with nipples, collars and caps for pumping and feeding.
- (20) Pump & Save™ bags for pumping and storing in one container - ideal for freezing breastmilk.
- (6) 80ml bottles perfect for smaller amounts of pumped breastmilk.
What’s New

3-Pack Wide Base Nipples

- Available in slow flow and medium flow for feeding newborns and infants.
- Fits all Medela breastmilk bottles.
- Complements breastfeeding.

Pump & Save™ Bags

Available in 20-pack and 50-pack.

- Pump & Save bags are designed with a double layer to minimize oxygen exposure and protect breastmilk for long-term storage.
- Pre-sterilized 5oz bags.
- No-leak, easy-to-close zipper top.
- Exclusive self-stick strap attaches directly to breastshield for fast and easy setup – compatible with all Medela pumps.
- No-spill, stand-up bottom.

Breastmilk Freezing & Storage Bulk Pack

(12) 80ml bottles per pack.

- Perfect size for newborns and easy storage in refrigerator or freezer.
- Economical, safe and convenient.
- Safe plastic designed to retain breastmilk’s beneficial properties.
Medela offers everything mom needs to pump, store and feed breastmilk.

Medela’s complete line of breastmilk feeding and storage products.

<table>
<thead>
<tr>
<th>Item</th>
<th>Article #</th>
<th>UPC Code</th>
<th>Units/Box</th>
<th>Unit Dimensions HxWxD–Inches</th>
<th>Unit Weight</th>
<th>Case Pack/Carton</th>
<th>Shipping Carton Dimensions HxWxD–Inches</th>
<th>Shipping Carton Weight–Lbs.</th>
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</thead>
<tbody>
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<td>8oz Breastmilk Bottle Set</td>
<td>87132</td>
<td>0.20451 87132 5</td>
<td>3</td>
<td>8 1/4 x 8 1/4 x 2 1/8</td>
<td>0.50</td>
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<td>1</td>
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<td>2</td>
<td>8 1/4 x 4 1/4 x 2 1/4</td>
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<td>2</td>
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<td>0.70</td>
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<td>Feeding Gift Set</td>
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<td>1 set</td>
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<td>1.00</td>
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<td>13 x 12 x 15</td>
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<tr>
<td>Freezing and Storage Bulk Pack</td>
<td>87061</td>
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<td>0.20451 87033 5</td>
<td>20</td>
<td>5 x 4 1/2 x 1 3/4</td>
<td>3oz</td>
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<td>9 1/4 x 8 1/4 x 5 1/4</td>
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<tr>
<td>Pump &amp; Save® 50-pack</td>
<td>87034</td>
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<td>50</td>
<td>5 x 4 1/2 x 2 1/2</td>
<td>6oz</td>
<td>12</td>
<td>13 x 10 1/2 x 5 1/4</td>
<td>6.8</td>
</tr>
<tr>
<td>Nipple 3-Pack (Slow-flow)</td>
<td>87133</td>
<td>0.20451 87133 2</td>
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<td>Nipple 3-Pack (Medium-flow)</td>
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What’s New
Breastmilk Transport Bag

Research shows that mothers who received breastfeeding discharge bags significantly increased their breastfeeding duration.* Medela’s New Breastmilk Transport Bag helps to provide mothers the accessories needed to transport breastmilk for their babies.

- Easy pull zipper.
- Long shoulder strap.
- Outside pocket for holding the NICU pumping log.
- Clear pocket on top for the hospital/retail’s business card.
- Available in bulk quantities of 10 bags/case.
- Available with either English or Spanish Pumping Logs.


Medela Bikini Promotion

Simply place your bikini order to take advantage of this great offer.

Offer Valid 1/12/09 - 3/31/09

Available Colors: White, Nude & Black
Sizes: S/M/L/XL

To order or for more information, call Medela Customer Service at 888-MEDELA8 (1-888-633-3528) or visit www.medela.com
Proud to Announce

Medela’s Revolutionary Freestyle™ Wins JPMA Innovation Award

Medela’s Freestyle, the first rechargeable, hands-free, double-electric breastpump to give moms true pumping mobility, has won a coveted 2008 JPMA Innovation Award. Freestyle beat out more than 100 contenders for one of 10 spots awarded at the September 2008 ABC Expo in Las Vegas, Nevada. A panel of trade media and industry buyers judged the competing products. “Since 1989, JPMA has spotted and saluted the best new products to hit the marketplace,” said Amy Chezem, communications director at JPMA. “We are pleased to honor Medela’s Freestyle breastpump this year for its technical innovation, marketability, trend-setting potential, appeal and usefulness.”

Freestyle was developed after five years of research as well as hundreds of hours spent talking to health professionals and observing more than 1,000 mom-testers. The result is a hands-free breastpump that is revolutionary small, weighing less than a pound, but exceedingly powerful with Medela’s research-based 2-Phase Expression® technology that allows moms to get more milk in less time. “Freestyle really demonstrates Medela’s understanding of moms’ needs,” said Rachel Mennell, Medela’s director of marketing communications. “We are thrilled that JPMA recognized the innovation that was required to create a hands-free, lightweight, portable breastpump.”