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The Ritmo™ Advanced Pregnancy Sound System

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Awards MusiCares® Tribute to Neil Young

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JANUARY 2010-Columbia, SC – Ritmo™ Pregnancy Sound System is pleased to announce that Jewels and Pinstripes, one of the nation's premier gift bag companies, has chosen it to be among the prestigious contents of the gift bags created for the MusiCares® Person of the Year tribute honoring Neil Young.

Ritmo delivers unparalleled quality and safe sound to prenatal listeners and was created to provide a unique, convenient and comfortable way for families to share the sensory and emotional experience of bonding through sound and music with their developing baby.



“MusiCares is one of the most prestigious events in the recording industry and the gift bags have to be special because of the nature of what this organization represents” said, Julie Kenney, Founder and CEO, Jewels and Pinstripes. “Jewels and Pinstripes created a gift bag that is not only luxurious but filled with so many special items that the recipients have no choice but to love it!”

Recipients include music's greatest talents including Dave Matthews, James Taylor, Elton John, Sheryl Crow, John Mellencamp, Norah Jones, Josh Groban and many more!

Often referred to as the Mozart Effect, numerous studies show that music contributes positively to human fetal development, bonding and stress reduction. Because Ritmo plugs into your own audio player, your baby can hear the music you love, from Coldplay to Neil Young. It is the perfect addition to the MusiCares gift bag.

Here's how it works...

The expectant mother wears a fashionable, lightweight belt around her pregnant belly. The belt has four speakers and a controller, the size of a deck of cards, which fits comfortably into a tiny pocket.

Ritmo's controller connects to most audio devices with a universal stereo plug—such as iPods, MP3 players, iPhones and Blackberries, and utilizes Nuvo's patented Safe & Sound Technology to regulate the output of sound to a safe level for a baby to hear in-utero, regardless of how loud the sound was recorded or the volume

that it is played.

Mom-to-be will love how easily Ritmo fits into her active lifestyle. Whether practicing yoga, walking the dog, working or simply relaxing, Ritmo's soft state-of-the-art fabric belt is lightweight, elasticized, supportive, washable and irritation-free.

"My Ritmo is so comfortable I wear it when I'm cleaning house, watching TV, or even reading a book," says Tara Meussling. "I am a big fan of the Temptations so I play them on my Ritmo so my baby can enjoy it too. When he starts moving, I know it's working!"

Post-pregnancy, Ritmo will continue to adapt to children's' changing environments and needs, with applications for the crib, stroller and toys all coming soon. It is the ultimate maternity gift for music lovers.



Founded in 2006 by Oren Oz, Nuvo Group, Inc., is comprised of full-time parents, who also happen to be internationally recognized engineers, award-winning designers, and entrepreneurs. Nuvo creates and manufactures innovative developmental products that are designed to create shared experiences between parents and their children.

Ritmo is Nuvo's first product to come to market. Nuvo's products are designed to stimulate, educate and challenge – while being fun to use. Nuvo labs and research teams focus on providing targeted answers to recognized needs – whether for prenatal or early childhood applications.

Acclaimed for using imaginative designs, cutting-edge technologies, and advanced materials, Nuvo Group's solutions address the needs and lifestyles of modern parents and their kids.

In the case of Ritmo, experts in the fields of acoustics and bio-medicine developed its technology, which was based on hundreds of third party research papers and studies.



MUSICARES About MusiCares

Established in 1989 by The Recording Academy, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit <http://www.musicares.com>.

About Jewels and Pinstripes

Founded in 2004, Jewels and Pinstripes is a premier designer of luxury gift bags, specializing in creating VIP thank-you bags for charity benefits and high profile events. Inspired by the dedication of the organizations it works with, Jewels and Pinstripes regularly donates gift bags for auction, and has raised more than \$300,000 for charity.

Jewels and Pinstripes gift bags and the adorable contents regularly attract the attention of leading media outlets or have been seen in/on: The View, Oprah Winfrey Show, People Magazine, Pregnancy Magazine, Us Weekly Magazine and many others.

For more information, please visit <http://www.jewelsandpinstripes.com>

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