

Due Maternity Unveils Next-Generation E-Commerce Web Site and Social Network Community



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Premier maternity fashion retailer launches newly redesigned and upgraded web site

SAN FRANCISCO, March 12, 2009 — Due Maternity, specializing in designer [maternity clothing](#) and accessories, launched its newly redesigned web site and social network. Due Maternity offers active, casual and dressy [maternity clothes](#) as well as nursing accessories, diaper bags, skin care and even baby clothes and baby gifts. Its online community is a forum for expecting parents based on the idea of a social network.



"We are truly excited to unveil our newly upgraded web site and community, which has always been a unique part of our operations," said Shannon DiPadova, co-founder, Due Maternity. "In store, we have established a

wonderful tradition of pampering moms-to-be and now at DueMaternity.com, we celebrate pregnancy by providing not just a place to shop, but a community in which to share, learn and engage. Today's expectant moms are embarking on an life-altering experience and our web site offers customers a way to express themselves like never before."

Due Maternity's online community engages visitors with the ability to create personal page with baby's due date, gift registry, next-generation photo and video sharing, guest book, baby due date calculator, baby astrology, and even a way to create custom announcements, baby shower and birthday party invitations. Due Maternity podcasts range from parenting tips to the latest pregnancy styles and trends.

Working with SEOWhat.com to design and produce the new site, Due Maternity enhanced its web site's organic search engine optimization and search engine marketing. The web design and engineering teams at SEOWhat.com developed Due Maternity's social web presence as part of the evolution of commerce sites that are becoming sources for education, entertainment and sharing via online communities. This concept brings friends and families together wherever they are.

About

Due

Maternity

Due Maternity retail stores and online shop featuring the highest quality merchandise and unparalleled customer service, was born out of necessity. While visiting family in Santa Barbara, expectant former publicist Shannon Raffetto DiPadova and her husband, Albert DiPadova, an advertising veteran, noticed an absence of maternity clothing stores among Santa Barbara's bevy of boutiques, and thus — Due Maternity was conceived. Dedicated to celebrating the pregnancy experience with beauty, style and a sense of well-being, Due offers one of the largest selections of [designer maternity clothes](#), [maternity tees](#), [maternity dresses](#), accessories, skin care as well as prenatal and lactation classes. For more information, please visit www.DueMaternity.com or call 1-866-SHOP-DUE (1-866-746-7383).

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