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Corporate Partnerships

It started with a book – and with a mom on a mission to help other moms. Today, Heidi Murkoff's What to Expect™ is the world's biggest and best-loved pregnancy and parenting brand. Close to 35 million moms around the world have turned to the bestselling *What to Expect* parenting books for advice on how to have a healthier pregnancy and healthy, happy baby. Three million moms share a growing community at whattoexpect.com, and the What to Expect apps are the world's most popular.

The What to Expect Foundation was created to support low-income moms (and dads) – so they, too, can know what to expect. Since 2000 the Foundation has successfully worked in communities across the country to provide effective, evidence-based materials and programming that have given moms information, access, confidence and skills to expect the best for their baby.

The What To Expect Foundation now offers opportunities to build lasting corporate partnerships as we launch a campaign to connect “What To Expect moms” locally, nationally and internationally – so they can help moms in need. We will provide an opportunity to genuinely communicate with moms in a partnership that will build added loyalty, trust and preference with your consumers (medical, public health and parents) here in the US and around the world.

About the What to Expect Family

What To Expect: The books

- With over 17 million copies sold in the US alone, *What to Expect When You're Expecting* is a perennial *New York Times* bestseller and one of *USA Today's* 25 Most influential Books of the past 25 years.
- The five book *What to Expect* series, spanning pre-conception through a child's second year, have sold more than 34 million copies in the US alone.
- The book is published in over 30 languages and is an international bestseller.

What to Expect: The Foundation

- We are a 501(c)(3) public operating charity, with a mission to help families in need expect healthier pregnancies, safer deliveries and healthier, happier babies.
- We publish *Baby Basics* — a comprehensive, evidence-based, lower literacy pregnancy guide in English, Spanish and Chinese. Over 500,000 mothers, in 50 states have received a free copy of *Baby Basics* from her doctor, home visitor or health educator.
- The Foundation's programs create collaborations with health departments, health care providers and community organizations at national, state and grassroots levels to reach and empower high-risk moms.
- The Foundation's international programming will launch in 2013 in countries where the need is great.

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What To Expect: The website and apps

- WhattoExpect.com averages 3 million unique visitors monthly.
- Millions of moms (and dads) around the world engaging with and supporting each other across the web site and mobile apps. There's some kind of social interaction happening every few seconds.

What To Expect When You're Expecting: The movie

- A romantic comedy about becoming a parent, produced by Lionsgate and Executive Produced by Heidi and Erik Murkoff, released May 18, 2012 and internationally throughout the summer of 2012.

Our Partnership Vision

The What to Expect Foundation is looking for true, lasting partnership both nationally and internationally with brands that share our values and goals. We know our audiences: expecting and new parents, and the public health field that cares for vulnerable, underserved moms and their babies. We plan to work closely with our partners to identify specific objectives that will enhance your relationship with that target audience in at least three areas: (1) content and community, (2) competitive differentiation and (3) credibility with consumers. Together we would share a message and mission to ensure every mom can expect the best for her baby and her family.

Heidi Murkoff, creator of the What to Expect brand, author of the *What to Expect* books and President of the What to Expect Foundation is a passionate advocate for all mothers the world, and she will lead our launch. In 2011 Heidi was named one of *Time Magazine's* 100 Most Influential People. This year she traveled to meet mothers and talk to media in Egypt, India, Turkey and Bangladesh and began our international outreach campaign.

The What to Expect Foundation has opportunities for cross-promoting a corporate partnership, including at retail, advertising, on-line and at a grass roots level. While we plan to build this campaign so it can grow, we are moving quickly to offer category exclusivity in certain key areas for our launch. We look forward to exploring the opportunities of this partnership and gaining a better understanding of how we can work together.

Sincerely,



Lisa Bernstein
Executive Director/Co-Founder