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## **New Styling and Innovation Keeps Baby Care Fresh for Summer™**

### ***Summer Infant™ Launches a Newly Redesigned Thermometer and Infant Health Line***

**Lincoln, RI** (May 23, 2005) – Who said you had to give up your sense of fashion when you became a mom? Summer Infant™ recognizes that style is still a great part of who a mom is, yet she is a smart woman who wants the absolute best products when caring for her child. This happy medium has been met...will the new thermometer and infant health line from Summer please step forward.

All the innovation and features a parent could want, coupled with sleek, stylish, contemporary designs. Summer Infant has completely redesigned its thermometer and infant health line to reinvigorate mom's sense of style when choosing her baby care tools. From their new and innovative Fever Alert™ thermometer glow feature, to sophisticated color schemes and cosmetic styled bags, Summer has not forgotten what it means to be a smart and fashionable mom.

### **THERMOMETERS**

Summer Infant has made their *Fever Alert™* technology available in four new thermometers. This new, visual feature allows the parent to recognize a fever immediately. It glows either green for a normal reading or red when a fever is present.

*NEW! Three-in-One Family Thermometer* – Temperature-taking like your doctor in the comfort of your own home! This great new corded thermometer is three thermometers in one: oral, rectal and underarm. It's smart too! It automatically knows which probe is in use. Fast 5 second reading, removable dishwasher-safe storage compartment, 12 memory recall and more. *Fever Alert™ technology*

- Available in October for a suggested retail price of \$29.99

*NEW! Grow-with-Me Thermometer* – One of the drawbacks to being able to use an ear thermometer on an infant was the size of the probe did not allow for an accurate read. This thermometer changes all of that! The *Grow-with-Me* infrared thermometer features 2 tips: a Newborn Tip that fits newborns to infants and a Toddler Tip for toddlers to adults. Does not require probe covers for convenience, fast 1 second reading and more! *Fever Alert™ technology*

- Available now for a suggested retail price of \$27.99

*NEW! Pacifier Thermometer* – A great way to easily take baby's temperature comfortably. A silicone orthodontic nipple, baby is already accustomed to, makes the process less invasive. Storage case included and auto power off to preserve battery life. *Fever Alert™ technology*

- Available in August for a suggested retail price of \$7.99

*NEW! 6 Second Oral Thermometer* – Fast 6 second reading. Soft tip for added comfort, beeps when reading is complete, storage case, and auto power off. *Fever Alert™ technology*

- Available in September for a suggested retail price of \$7.99

*NEW! 5 Second Rectal Thermometer* – All of the features of the *Oral Thermometer* but specially designed for rectal use. *Fever Alert™ technology*

- Available in August for a suggested retail price of \$7.99

## INFANT HEALTH

This savvy looking line provides mom with the best functioning tools on the market. Each individual item, set, and kit shows that care and thought went into making them. All are available by August.

- *Fingerbrush and Case*, SRP \$1.99 - helps clean and massage baby's gums and teeth while on-the-go.
- *Nasal Aspirator*, SRP \$2.49 – easy to clean 2 piece design.
- *Nail Clipper Set*, SRP \$2.99 – a convenient all-in-one set that includes a newborn and a standard sized clipper.
- *Baby Mitts*, SRP \$3.99 – helps baby from scratching his face.
- *Spray Brush and Comb Set*, SRP \$4.99 – brush has a built-in spray bottle which is great for bed-head!
- *Oral Care Sets*, SRP \$4.99 and \$7.99 – choose from a 3 or 6 piece set to keep baby's gums and teeth healthy.
- *2 Pack Medicine Dispensers*, SRP \$5.99 – Convenient 2 pack offers a newborn size and a toddler one.
- *Gentle Vibrations Toothbrush*, SRP \$7.99 – a great new alternative for babies. With battery powered soft vibrations, the set includes 2 heads with four functions: 1) a mirror to find new teeth, 2) a gum stimulator to massage sore gums, 3) an infant toothbrush, and 4) a toddler toothbrush. It also comes with a stand for convenience.
- *Ear & Throat Exam Kit*, SRP \$9.99 – a must to view baby's ear and throat for signs of infection.
- *Baby Essentials Kit*, SRP \$12.99 – 7 piece kit with all of the essentials when baby comes home.
- *Deluxe Healthcare & Grooming Kit*, SRP \$19.99 – 26 piece complete kit to serve every need.
- *Baby Essentials Cold 'N Flu Kit*, SRP \$14.99 – 17 piece kit to help ease baby through sickness.

### *About Summer Infant, Inc.*

Summer Infant, Inc. is a premium supplier of juvenile products for today's parents and caregivers. The Company is based on the philosophy that innovation is a key attribute in driving new product development. Their commitment of "Delivering the Best for You and Your Baby" is unwavering. Accordingly, Summer Infant has introduced new products in categories such as bouncers, gates, bathing, safety, monitors, infant health, bedrails and more that exceed consumer's standards. In addition to the Summer Infant brand name, their portfolio includes other trusted brands such as Safe & Secure™, Sure and Secure™, Baby's Quiet Sounds™, Mother's Touch™, and Parents®. For more information about the whole range of Summer Infant products please visit their website at [www.summerinfant.com](http://www.summerinfant.com) or call 1-800-268-6237.

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