



PRESS RELEASE



Summer Infant gears up for 2006

January 2006 - Summer Infant is looking forward to a busy year in 2006, as it continues to consolidate its position as a leading provider of health, safety and comfort products for babies and toddlers. 2005 ended on a high note with Summer Infant winning prestigious awards such as the Best Health Care Product at the Practical Parenting annual awards with its Grow with me Ear Thermometer, and the Gold award for Best Monitor at the Mother & Baby awards.

These awards confirm Summer Infant's status as a serious player on the UK's baby products market where the company is keen to establish itself as a market leader in its field. To this end, it has recently appointed a new agency, The Rooster, to handle its UK marketing and public relations and has created two new positions to support its sales and marketing effort and oversee the growth of the brand.

Ruth Morrison joined Summer Infant at the end of 2005 as National Accounts Manager, having spent 6 years in the Toy industry with both Smoby and Berchet. Ruth brings with her a wealth of account experience and will add valuable support to the sales team. Ruth reports to Richard Trott, Sales Director of Summer Infant.

Sharon Meekham joins from Dorel UK where she was head of New Product Development. Sharon, who has expertise of fashion and textiles on leading car seat & stroller brands, brings with her 6 years experience of the nursery industry. In her new role as Brand Manager, she is looking forward to building on the current Summer Infant success within UK & European markets and continuing their innovative approach to new products.

Rachelle Harel, Managing Director of Summer Infant says: 'The Brand Manager position is a new role created to co-ordinate the company's marketing activities to ensure synergy between brand strategy and product development. Sharon brings with her a wealth of experience gained from working for one of Europe's largest Nursery companies which will be invaluable to the future growth of Summer Infant.'

In line with its ethos of continuous innovation, Summer Infant is launching a range of new healthcare, travel and lifestyle products to the UK market in 2006, all designed to help parents and carers keep their babies healthy and happy. New products include the Prenatal Heart Listening System for mothers-to-be, a range of comfortable and safe Bouncers and the Cold Care Kit, which contains Calpol sachets, a nasal aspirator, a forehead thermometer, medicine spoon and syringe all stored in a handy fabric bag for easy storage.

Rachelle Harel is looking forward to an exciting year for Summer Infant:

'Summer Infant's new range of products will allow parents of new babies and toddlers more choice than ever before with the quality that consumers have come to expect from us. We aim to reinforce our reputation as a trusted provider of health, safety and comfort products for babies and toddlers'.

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About Summer Infant

Summer Infant, a leading US based company, has been present in the UK since 2002.

The company specialises in health, safety and comfort products for babies and toddlers, and prides itself in delivering more and better features than similar products on the market. Summer Infant constantly strives to produce high quality, innovative products parents and carers can trust. The Summer Infant range includes the very best in bouncers, monitors, bath accessories, gates, bedrails, infant health and more.

In recognition of its product excellence, Summer Infant has recently been nominated for and won a number of prestigious awards in the UK, such as Best Health Care Product at the Practical Parenting annual awards with its Grow with me Ear Thermometer, and the Gold award for Best Monitor at the Mother & Baby awards.

Summer Infant products are sold in major high street retailers such as Mothercare, Argos, John Lewis, ToysRus, Tesco, and through direct channels such as Boots.com, Blooming Marvellous, Jojo Maman Bébé.

For more information on Summer Infant visit www.summerinfant.com or call 020 8420 4429.