



Summer Infant: Booth Number 4635

CONTACT:

Cynthia Barlow  
401-671-6579

[cbarlow@summerinfant.com](mailto:cbarlow@summerinfant.com)  
[www.summerinfant.com](http://www.summerinfant.com)

Wendy DeFeudis  
617-266-8200 x29  
[wdefeudis@wcm-partners.com](mailto:wdefeudis@wcm-partners.com)  
Wallwork Curry McKenna

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## **Summer Infant® Establishes Their Brand Identity with New Creative Strategy**

### ***Summer's Innovative, Smart and Essential Products Make Parenting The Best Time of Your Life™***

**Las Vegas, NV, ABC Kids Expo** (September 7, 2008) – Summer Infant, a leading manufacturer of juvenile products dedicated to make parenting *The Best Time of Your Life™*, today re-launches its brand by announcing an all new creative direction. This direction includes a whole new packaging and line look, inspired logo and tagline, fresh website creative, and adds the trusted brands, Kiddopotamus and Basic Comfort, to its growing portfolio of innovative, smart and essential baby products for parents today.

Summer's new tagline: *The Best Time of Your Life™* represents the company's mission to create uniquely designed, exceptional and category-defining products that make life more enjoyable for parents and their babies. Summer is an attitude, a feeling, an emotion. Summer reflects the exceptional emotions involved with the birth of a child and the bonding time unique to this gift, ultimately defining what Summer Infant is all about.

"Summer's new creative campaign adds a fresh and modern look to our brand and captures the essence of our company," said Jason Macari, President and CEO of Summer Infant. "Summer is a company dedicated to quality, safety, communication and integrity. We are genuine about developing thoughtful products for our parents and giving them peace of mind that they're doing the best for their baby – and providing products that help them to achieve this goal. With this re-launch, our goal is to make the Summer brand a revered and trusted household name in baby products today."

Summer Infant's commitment to bring new products to market rapidly in order to meet the changing needs of parents is evidenced by the company's rapid growth and success. As of March 2007, Summer became a publically traded company and has posted double digit growth over the past few years. In April 2008, Summer acquired Kiddopotamus, a leading manufacturer in travel accessories and Basic Comfort, a leader in nursery accessories, significantly extending its product portfolio. In addition, with the introduction of the Natures Purest™ line, Summer pioneered an affordable organic bedding, nursery décor and furniture offering to the mass market. Also, furthering their brand commitment is an all new trade advertising campaign launched at the ABC Show.

Summer Infant is a category leader in bath, video monitors, and gates and manufactures products in over 17 categories including video monitors, audio monitors, gates, bath, bedrails, bath accessories, thermometers, booster seats, bouncers, infant health, potty seats, infant positioners, gear and soft goods. Summer's commitment to product innovation and its ability to bring new products to market rapidly is a cornerstone of its success. Over the past year, Summer has been recognized by the juvenile products industry and by consumers as bringing the best products to market, winning awards from NAPPA, Baby & Children's Product News, iParenting Media Awards and Creative Child Magazine.

"This is an exciting time for Summer Infant," said Jason Macari. "We built our company on a strong foundation of functional, well made products that give babies the care and protection they need and parents the reliability and calm confidence they deserve in their new role. We listen to our customers' ideas and count on numerous sources for design inspiration to make our products original and intelligent. We run our company like our lives: honestly, thoughtfully and responsibly. Our guiding principle is for our customers to trust Summer to always have smart, innovative products that make life more enjoyable for parents and their babies."

#### **About Summer Infant, Inc.**

Based in Woonsocket, Rhode Island, Summer Infant, Inc. is a designer, marketer and distributor of premium juvenile products for today's parents and caregivers under the Summer Infant and Kiddopotamus brand names. Founded in 1984 with the invention of the baby bouncing seat, the Company is based on the philosophy that innovation is a key attribute in driving new product development. Summer's commitment of making the parenting experience "The Best Time of Your Life" is unwavering. Accordingly, Summer Infant annually delivers new and existing products in categories such as bouncers, gates, bathing, safety, monitors, infant health, bedrails, boosters, potty seats, soft goods, bedding, large furniture, nursery and travel accessories, organic products, and more that exceed consumer's standards. 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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