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FOR IMMEDIATE RELEASE

Summer Infant™ Focuses on Different Bathing Needs

A Variety of Options for Fun, Safety, and Girl Powered Choices

Woonsocket, RI (April 22, 2007) – Summer Infant™ is keeping their bath line fun and functional this year with new and proven product. Bath time is a personal experience and is not exactly the same for all children and at all ages. Some children take to water like a fish, some test the water with trepidation, and some are sworn landlubbers. Additionally, to accommodate parents beaming with pride over their baby girls, Summer is riding the pink wave with some classy and stylish girl themed bathing options.

Whatever the bathing need or age may be, Summer Infant has every parent and caregiver's bath needs covered with over 13 different bath choices – and even more accessories to keep bath time fun and organized!

Here are some of this year's highlights being shown at the 2007 JPMA Show.

GOOD CLEAN FUN!

For toddlers who just love tubby time or for those who need a little incentive to take the plunge, Summer Infant is introducing a new line of bath accessories that are sure to elicit belly laughs, smiles, and giggles galore. All the while, many of these items serve a greater purpose as well – safety and organization.

To bring little one's out of their shell, yet keep them safe, Summer has designed three new turtle themed bath accessories. These adorable little friends include a **Spout Protector (08304, SRP \$4.99)** to help prevent unnecessary bumps and bruises. It fits a wide variety of tub faucets and lets the water flow freely. The second item is their all new **Digital Temperature Tester (08320, SRP \$9.99)** which features digital technology for fast and accurate temperature readings. LED lights visually show you the status of the water as well by illuminating red, yellow or green. It also floats upright so it can be used as a bath toy too! Last is the **Bath Time Corner Organizer (08340, SRP \$12.99)**. This innovative mesh and fabric corner storage solution has three separate compartments and 4 suction cups to adhere it to the tub, thus keeping the bath toys securely in place and able to drip dry.

On the "Good Clean Fun" scale, this one is off the charts! The new **Tub Time Bubble Maker (08280, SRP \$9.99)** is sure to make even the most devoted landlubber tread in for bubble popping fun! It's portable bubble fun on the run! Produces a mass of bubbles with its battery operated wands. Securely attaches to the tub wall with a large suction cup and can be both child and parent operated. 4 ounce bottle of tear-free solution included.

Parents will think safety, while kids will think..."my very own tubby handle!" The **Secure Grip Bath Handle (08334, SRP \$9.99)** provides kids with the independence they crave, yet provides parents with peace-of-mind. Whether the bathroom has smooth tile floors or an older non-skid resistant tub, the Secure Grip Bath Handle is designed to be a helping hand while entering and exiting the tub. Two extra strength suction cups securely mount the handle to either the wall or tub edge. It is easy to install and use, and provides necessary stability.

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YOU GO GIRL

For years, parents have been presented with classic blue options for that firstborn boy, and the appropriate “neutral” color palette for those holding out for a wonderful surprise. With almost three-quarters of parents finding out the sex of their child prior to birth, Summer is introducing some great new girl-themed tubs. Now these parents can not only announce with pride that a baby girl is on the way, they can outfit their homes with all things pink!

There are two new options in Summer’s Baby Girl collection. The all new ***Mother’s Touch™ Deluxe Baby Bather (08405, \$14.99)*** epitomizes the girl in “You Go Girl” with a cute as a button girl-themed fashion print! It folds compactly for easy travel and storage, includes a deluxe head support, soft mesh contouring sling, 2 position backrest, and removable and machine-washable quick drying and mildew resistant fabric. The Deluxe Baby Bather is sized perfectly for use in both an undivided kitchen sink and in a standard bath tub.

Next up is the new ***Newborn-to-Toddler Bath Center and Shower (08295, SRP \$26.99)***. This is the totally redesigned sister to Summer’s classic, most innovative tub. The redesign includes a more ergonomic and intuitive grip handle, increased water pressure that is still gentle on baby, and a great new girl style and fashion. It is still a perfect all-in-one bath tub that is a one stop solution for all babies and all methods of bathing from newborns to toddlers. The new version includes a hot new pink fashion print for the removable newborn sling, and a pastel pink color palette throughout the tub and shower.

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. Founded in 1984 with the invention of the baby bouncy seat, 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 annually delivers new and existing products in categories such as bouncers, gates, bathing, safety, monitors, infant health, bedrails, boosters, potty seats, soft goods, bedding, strollers, large furniture 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 or call 1-800-268-6237.

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