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## Summer Bounces Back in Bouncer Seats

### *A Windfall of New Features, Plush Fabrics, and Great Fashion is Here*

**North Smithfield, RI** (May 8, 2006) – In 1984 Summer Infant was founded on one invention – the baby bouncy seat. Since then, imitation has been the sincerest form of flattery and the item has blossomed into a must-have product for every new mom. By focusing on baby's comfort and believing in the principle that a bouncer is an extension of a mother's loving arms, Summer has developed some great new bouncers from the ground up that feature innovative platforms with warm and inviting environments perched on top.

Three new bouncers this year deliver on their well deserved names, "Soft Embrace™"; because a soft embrace is like a mom's embrace – just what every little baby needs. "We are proud of these new bouncers simply because we feel they offer a great combination of function, style, and comfort" states Jason Macari, President and CEO of Summer Infant. "These factors are core to a bouncers primary function of calming, soothing, and making baby feel as though they are encased in a safe, protective, yet interesting surrounding."

*NEW! Soft Embrace™ Comfort Bouncer (01384 & 01310)* – The Soft Embrace™ features an all new ergonomic design with easy to adjust base. Bolstered sides, cushioned padding all around, a plush head support, and optional vibration confirm baby's sense of wellbeing. To delight all of baby's senses, including sound, these bouncers play Grammy® award-winning music from the *A Child's Gift of Lullabyes* collection in addition to soothing ocean and heartbeat sounds. To keep baby interested, also included is an electronic mobile with 3 removable plush toys and mirror. The mobile swings out of the way for easy access as well. 3 position recline, secure t-strap, and washable seat cover add much needed convenience and security.

- 01384 is available now for a suggested retail price of \$49.99; 01310 available now at Babies "R" Us for \$39.99

*NEW! Deluxe Soft Embrace™ Bouncer (01414 & 01350)* – All of the features of the Soft Embrace™ Comfort Bouncer, but with ultra soft fabrics! You need to feel these bouncers to believe! Building on the concept of how a beloved stuffed animal has the innate ability to relax and soothe, these bouncers cocoon baby in the softest place on earth. The 01414 proudly displays a sweet Serengeti Toile print just for girls. The 01350 has tone-on-tone beige and tan fashion for any home décor, boy or girl! Each has a large, roomy seat to make baby's own space insulated yet non-confining as they grow.

- Available now for a suggested retail price of \$49.99

*NEW! Tender Touch Baby Bouncer (01450)* – Plush, plush and more plush! Heavenly soft for baby, the new Tender Touch Baby Bouncer from Summer features three exclusively designed mobile characters by Gund® – a puppy dog, lamb, and teddy bear. Sweet doesn't even begin to describe this wonderful bouncer inspired by these characters and brought to life with ultra soft fabrics. Bouncer plays Grammy® award-winning music from the *A Child's Gift of Lullabyes* collection in addition to soothing ocean and heartbeat sounds. Calming soothing vibrations further comfort and cradle baby. Ergonomic design, easy adjust base, 3-position recline, removable and washable seat cover, and t-strap restraint for added security, all add up to make this bouncer not only pleasing to the eye and touch, but also a wonderfully performing bouncer all around.

- Available in February for a suggested retail price of \$49.99

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

Summer Infant, Inc. is a premium supplier of 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 has introduced new products in categories such as bouncers, gates, bathing, safety, monitors, infant health, bedrails 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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