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FOR IMMEDIATE RELEASE

From Potty Seats to Booster Seats Summer has Kids Sitting Pretty

New Training Systems, Girl Themes, and On-the-Go Booster Solutions

North Smithfield, RI (May 8, 2006) – Toddlers are built to run around for the majority of their waking hours. But for the times they need to slow down and get to the business of potty training and eating, Summer Infant has devised some great solutions for getting kids to *want* to sit still.

“Getting an active toddler to just stop for necessary developmental and growth activities is usually next to impossible,” states Jason Macari, President and CEO of Summer Infant. “To get them to actually enjoy the downtime and effectively potty train, or sit long enough for a wholesome meal, is what we are trying to make into a reality.”

With the addition of personalization, guidance for parents, and “all mine” elements that make the child feel the product was created just for them; these products are unique in their own right. Whether it is a girl-themed potty to make her feel special, or an adjustable booster seat that becomes his very own special chair, Summer creates each product to be empowering for little ones! Special guides and convenience features for parents makes each experience even more rewarding.

POTTIES & STEP STOOLS

NEW! Step-by-Step Potty Training System (11020) – The Step-by-Step Potty Training System guides children through the process of using the bathroom effectively and gives them the necessary tools to do so. A built-in toilet tissue dispenser, special wipes holder, and flushing handle with sounds is what she is used to when role modeling after mommy and daddy. Good bathroom habits are also encouraged. Included in each system is a pump dispenser of the leading children’s hand wash from the Johnson’s® Buddies™ brand. And to encourage children to wash their hands, also included is a second step stool to always keep by the sink. To help parents navigate the process of training their child, a practical guide book from Johnson’s® titled *Potty Training* gives them the perfect tool from an authority on children. Other great features include a removable drop in pot for easy cleaning, built-in handles for stability, and a removable adapter seat to help transition the child from the adult toilet.
- Available in January for a suggested retail price of \$29.99

NEW! All-in-One Potty Seat & Step Stool (11010 & 11015) – To make the potty training process even more special and unique, Summer has taken their successful blue colored All-in-One Potty Seat & Step Stool - and made it pink! Adorable tone-on-tone pink hues and award stickers featuring hearts, flowers, and butterflies are certain to make any little girl sit up and take notice! Stickers can also be used to decorate the potty, making it even more special. What better incentive than to feel this potty was designed just for her. 4-piece design includes a removable seat for the adult toilet, a removable drop in pot for easy cleaning, non-slip rubber feet for add safety, and a unique design for comfortable seating. Cover closes to use the potty as a step stool.
- 11010 Blue Version and 11015 Pink Version available now for a suggested retail price of \$12.99

- MORE -

BOOSTER SEATS

NEW! Secure Hook-On Baby Dining Chair (13040) – Finally a hook-on chair that is stylish too! The Secure Hook-On Baby Dining Chair is a great booster parents can take with them on the go. It is also the perfect addition to any home where giving up a chair to a booster seat isn't a practical option. Unique locking arms securely hook the chair to most tables and counters. Red and green visual indicators ensure the chair is hooked securely. Great for restaurants, outdoor dining on picnic tables, at grandmas or a caregivers house, and anywhere where portability and precious chair space are required. Soft, comfortable stylish fabrics make this a must-have item to keep baby close-at-hand without compromising on looks. Seat pad is machine-washable and includes a convenient rear pocket for storing mealtime essentials. Dining Chair features a compact fold for storage and travel, as well as a handy travel case to make the chair easy to transport and keep clean.

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

Booster-to-Toddler Seat (07110) – Children will be proud and anxious to dine in their very own chair. The Booster-to-Toddler Seat has multiple height adjustments from 4" to 8" to accommodate a growing child, as well as a variety of chair and table arrangements. Safety straps secure both the child to the seat and the seat to the chair; full-sized removable tray. Also acts as a toddler chair parents can keep on the floor for seating that is just right for him! Snap-on snack tray and cup holder complete the "all mine" experience. Seat, arms and legs all easily fold completely compact for travel.

- Available now for a suggested retail price of \$29.99

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 or call 1-800-268-6237.

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