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FOR IMMEDIATE RELEASE

## **Summer Infant™ Comes Clean with the Best and the Brightest in Bath**

### ***Calming and Stress-Free Bathing Products for the Ultimate Bathing Experience***

**Lincoln, RI** (May 23, 2005) – Bath time is one of the most fun, rewarding and wholly interactive experiences you can share with your child. It is a time for bonding, soothing, relaxing and caring for your precious little one. Summer Infant™ is known for their innovative approach to making this experience completely satisfying and this year's lineup doesn't disappoint.

Summer Infant's line offers new features never before found in the bath aisle and targets birth through age two. Their product addresses the concerns of today's moms and dads. For instance, how can I securely bathe a wriggling wet newborn? Are there any products that will last until they can use a standard size bathtub? Are there any items that make the most of this rewarding experience? Answers to these questions are exactly what Summer has to offer.

### **GREAT FOR NEWBORNS AND YOUNG INFANTS**

**Bath Slings** – The most economical way to bathe a newborn and young infant. Summer Infant's *Mother's Touch™ Deluxe Folding Bath Sling* is contoured to cradle baby, folds completely flat for storage, has a secure locking position for maximum stability, and features quick drying mesh fabric that is soft to the touch.

- Available now for a suggested retail price of \$6.99

**Baby Bathers** – These lightweight, portable mesh bathers are attached to a secure and stable frame. Their size and contoured seat make them great for newborns as they securely cradle baby. Baby Bathers fold flat for storage, feature a 2-position back rest, as well as soft quick drying fabric. Some models also include a headrest for added support and can be used in the sink for convenience.

*NEW! Mother's Touch™ Comfort Bath Support* – Wash baby on a cloud! The Comfort Bath Support features thick pillow sides. You can also elevate baby's body as if you were cradling him in your arms. Suction cups included to quickly hang it dry.

- Available in October for a suggested retail price of \$14.99

*NEW! Mother's Touch™ Large Comfort Bather* – Bigger baby, no problem! This bather has a generous sized frame for larger newborns and infants. Bolstered edges for surrounding comfort and premium terry fabric head support.

- Available in October for a suggested retail price of \$19.99

*Mother's Touch™ Baby Bather* – Our tried and true original now sports a great new fun and fresh print. Also fits in the sink so mom can easily bathe baby while comfortably standing.

- Available now for a suggested retail price of \$12.99

*Mother's Touch™ Deluxe Baby Bather Gift Set* – This unique all-in-one set includes our must-have Baby Bather along with a carry case and grooming essentials kit. The perfect gift!

- Available now for a suggested retail price of \$24.99

## NEWBORN-TO-TODDLER BATHTUBS

Summer's Newborn-to-Toddler bathtubs allow parents a one-solution grow-with-me option and have raised the bar on what parents have come to expect from their baby bathtubs. These complete offerings provide parents with a total package; providing the best product for a great bath time experience.

*NEW! Newborn-to-Toddler Folding Tub* – When space is an issue but you don't want to compromise on size, this is the perfect solution! Our folding tub is full-sized, yet folds compactly for storage or travel. Newborns can feel secure in its inclined position or lay the bottom flat to give toddlers plenty of space to splash and play. This tub is made from a durable vinyl liner with easy release drain plug.

- Available in October for a suggested retail price of \$16.99

*NEW! Newborn-to-Toddler Bath Center and Shower* – Simply put, there's nothing else like it! This one-of-a-kind five stage bath center covers all methods of bathing, as well as every age: 1) bath sling fits easily in sinks, 2) sling reclines in tub, 3) sling sits upright in tub, 4) large toddler tub for your growing child, and 5) clean rinse battery-operated gentle spray shower. Temperature tester and built-in handle to hang dry. This tub is packed with features at a great price!

- Available now for a suggested retail price of \$26.99

*NEW! Soothing Bath Spa and Shower* – This product is *the* ultimate bedtime bathing experience and takes the stress out of bath time. The Victorian style claw foot tub design means pure luxury for baby. The tub provides a battery-operated spa effect to create swirling waters and soothing bubbles to calm both mom and baby. A comfortable bathing sling and lavender scented baby wash provide for total relaxation, and a clean rinse shower then washes the stresses of the day away. The absolute best for baby!

- Available exclusively at Babies "R" Us this Fall for a suggested retail price of \$39.99

### *About Summer Infant, Inc.*

Summer Infant, Inc. is a premium supplier of juvenile products for today's parents and caregivers. 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. In addition to the Summer Infant brand name, their portfolio includes other trusted brands such as Safe & Secure™, Sure and Secure™, Baby's Quiet Sounds™, Mother's Touch™, and Parents®. 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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