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FOR IMMEDIATE RELEASE

Transitioning from a Crib to a Bed Made Easy by Summer Infant™

Three Sure and Secure™ Choices to Serve a Multitude of Needs

Lincoln, RI (May 23, 2005) – The parents at Summer Infant™ realize that transitioning from a crib to a bed can be hard. This year Summer Infant has developed three new bedrails designed especially for ease of use and ease of mind; giving parents a range of options.

In addition to providing a variety of choices, Summer wants you to make a safe one as well. According to Jason Macari, President of Summer Infant, he states “JPMA has set a new and higher standard for bedrails and ours are certified accordingly. In fact, when the new standard went into effect, we had one double bedrail offering on the market – and it was *the only one* that immediately passed with no modifications.” With this certification as peace-of-mind, Summer Infant bedrails are not only an easy choice, but also a smart one.

In creating this year’s line, their ultimate goal was to devise parent-friendly designs that were easy to install. Not only did they achieve that, but also they are about to revolutionize the category with the first-ever three-sided bedrail:

NEW! Sure and Secure™ Triple Bedrail – This bedrail is the perfect solution for toddlers who are used to having four sides of protection, yet need to start learning the boundaries of their new larger bed. It can be an uncertain time for both child and parent, and this alternative gives them the added security to make the transition a pleasant one. Three sides for added protection and three ways to use it! 1) Use in place of a headboard for protection between the mattress and the wall. 2) Use it between the mattress and the headboard if there is a large gap present. 3) Use it as the foot of the bed when a sufficient headboard is present to prevent restless children from migrating to the end and falling off. Fold down sides for easy access to the bed or to change linens. Comforting stability all the way around!

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

NEW! Sure and Secure™ Double Bedrail – Summer’s unique design comes *fully assembled*. No tools are required for installation. It offers additional security on both sides of the bed with a simple connection mechanism for a snug fit. As with all Summer Infant’s new bedrails, it also folds down and is comprised of soft mesh, breathable fabric. Fits twin to queen sized mattresses.

- Available in August for a suggested retail price of \$34.99

NEW! Sure and Secure™ Single Bedrail – Comes *fully assembled*. Also features fold down, soft mesh fabric, and fits twin to queen mattresses. A simple anchor mechanism ensures a snug and secure fit. Great price too!

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

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 or call 1-800-268-6237.

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