



Summer Infant: ABC Kids Expo Booth Number 4635

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FOR IMMEDIATE RELEASE

Summer Infant® and Carter's® Announce Licensing Partnership

Two Trusted Names in Baby Products Join Forces to Create All New Gear Collections and Infant Health Products

Las Vegas, NV, ABC Kids Expo (September 7, 2008) – Summer Infant®, a leader in premium juvenile products dedicated to making parenting *The Best Time of Your Life™*, and Carter's, Inc., the largest branded marketer of apparel in the United States exclusively for babies and young children, today announces their licensing partnership as they unveil two exclusive Gear Collections and a line of Infant Health products.

"We are excited to partner with Carter's, a trusted brand name that resonates with virtually all parents today, to bring contemporary and innovative designs to the juvenile market," said Jason Macari, President and CEO of Summer Infant. "The Elephant Parade and Love Bug Gear Collections exemplify our ability to marry the distinctive look and feel of Carter's apparel to new and unique platforms. Both Carter's and Summer are dedicated to providing essential products that enrich the lives of parents and their babies."

The Elephant Parade and Love Bug Gear Collections reflect the fresh, comfortable and emotional strength of the Carter's brand, coupled with Summer Infant's expertise in product innovation. These collections and the Infant Health products offer caregivers the latest in design, function and ease-of-use and are fresh alternatives to products currently on the market.

"Parents choose Carter's as their first brand for newborn babies. Our commitment to understanding and delivering what really matters to mom and dad has been our main focus and guides our business," said Joe Pacifico, President of Carter's.

The Elephant Parade and Love Bug Collections were designed to bring style and function to consumers. Cheerful styling details, unique features, great embroideries and fresh color palettes are all part of this product lineup.

Performance and fashion are common features throughout the Infant Health program. The Summer Infant and Carter's partnership puts a new twist to a sterile category, giving caregivers kits that are well-designed, useful and up-to-date. Designed with this in mind, the Deluxe Grooming and Health Care kit is a "must have" mom registry kit that contains everything a new baby would need in a stylish yet practical storage case. Another example of a fun and fresh

product is the Elephant and Butterfly Ouchy-Pouch Assortment, cute character shaped ice packs to help comfort and ease a child when minor bumps or boo-boos occur.

The Elephant Parade Collection includes the following products:

80020 Carter's Elephant Parade Comfort 'n Care Playard & Changer, SRP \$169.99
80070 Carter's Elephant Parade Soothe 'n Sleep Bassinet, SRP \$149.99
80194 Carter's Elephant Parade Comfort Fit High Chair, SRP \$119.99
80250 Carter's Elephant Parade Cuddle Me Musical Bouncer, SRP \$59.99
80154 Carter's Elephant Parade Cuddle Me Musical Swing, SRP \$119.99
80500 Carter's Elephant Parade Super Comfy Folding Booster Seat, SRP \$29.99
80510 Carter's Elephant Parade Cuddle Me Travel Swing, SRP \$79.99

The Love Bug Collection includes the following products:

80080 Carter's Love Bug Soothe 'n Sleep Bassinet, SRP \$149.99
80230 Carter's Love Bug Cuddle Me Musical Bouncer, SRP \$59.99
80505 Carter's Love Bug Super Comfy Folding Booster, SRP \$29.99
80120 Carter's Love Bug Cuddle Me Travel Swing, SRP \$79.99

The Infant Health line includes the following products:

80289 Carter's Infant Health Brush & Comb Assortment, SRP \$4.99
80329 Carter's Elephant/Butterfly Ouchy-Pouch Assortment, SRP \$5.99
80360 Carter's On-the-Go Grooming Essentials, SRP \$17.99
80385 Carter's Girl On-the-Go Grooming and Healthcare Essentials, SRP \$29.99
80390 Carter's On-the-Go Deluxe Grooming & Healthcare Essentials, SRP \$39.99

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 under the Summer Infant and Kiddopotamus brand names. Founded in 1984 with the invention of the baby bouncing seat, the Company is based on the philosophy that innovation is a key attribute in driving new product development. Summer's commitment of making the parenting experience "The Best Time of Your Life" 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, large furniture, nursery and travel accessories, organic products, 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.

About Carter's, Inc.

Carter's, Inc. is the largest branded marketer in the United States of apparel exclusively for babies and young children. Carter's markets its Carter's and OshKosh B'Gosh brands, two of the most recognized brands in the marketplace. These brands are sold in nearly 450 department store, national chain, and specialty store accounts through more than 391 Company-operated stores. We also market our products in 16 countries through international licensing arrangements. Carter's Child of Mine and Just One Year brands are available at Wal-Mart and Target, respectively. OshKosh's Genuine Kids brand is sold at Target. Carter's is headquartered in Atlanta, Georgia. Additional information is available at www.carters.com.

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