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## **Summer Infant™ Continues Expansion in Rhode Island**

### ***Rhode Island Based Summer Infant Becomes Key Player in Juvenile Products Industry***

**North Smithfield, RI** (August 7, 2006) – Summer Infant was founded in 1984 right here in Rhode Island with the invention of the Baby Bouncer Seat. Based on the success of this revolutionary baby product platform, the company continued for 17 years building on its Bouncer and Infant Toys and Travel Accessory lines. Struggling to make a place for itself in the crowded juvenile industry that was dominated by such powerhouses as Fisher-Price, Safety 1<sup>st</sup>, Graco, and The First Year, the company needed new life to survive.

In 2001, Jason Macari, General Manager of Safety 1<sup>st</sup> and a Rhode Island native, had a vision for a juvenile products company that could develop products solely based on the overriding principle of “delivering the best for you and your baby”. His friend and eventual partner, Steve Gibree, shared this vision and so they acquired Summer Infant. The first task was to reinvigorate the company with new product development and introduce solid platforms such as the Baby’s Quiet Sounds™ Video Monitor, the Mother’s Touch™ Bouncer, and the Double Bedrail.

With new leadership and a strong organization led by Mr. Macari, now President and CEO, and Steve Gibree, EVP, Product Development, Summer has introduced a string of products that have become the best in class in their respective categories. Privately held, the company has posted double digit growth percentages each year and enjoys category leadership at major retail players such as Babies R Us, Target, Kmart, Burlington Baby Depot, and more. Based on this category leadership, Summer has worked hard to establish itself as the go-to company for the very best in baby monitors, bath items, gates, bedrails, infant health, and more.

Mr. Macari states, “To become category leaders we set our sights to, first and foremost, build excellent product, maintain high quality, and then to ultimately deliver excellent customer service at all levels. Our strength is pure innovation while maintaining an uncompromising attention to detail that differentiates a Summer product from the rest.” Above all, the people at Summer have immersed themselves in the emotional connection between a parent and child, and pride themselves on delivering great product, at a great value, and with this great consumer purpose in mind.

Adding to this core strength of making exceptional product, they have worked hard at improving the support tools retailers need to be a success. From expanding both their customer and consumer support, to increasing their ability to distribute quickly and efficiently, as well as providing new vehicles for information such as their new website, the team at Summer is working hard to make sure that they take care of the retailers and their customers – and be an important growth factor within the state.

This sustained growth has signaled a need for physical expansion, and staying true to their Rhode Island roots, Summer has decided to build a new 52,000 square foot facility located at lot 59-16 on Park East Drive in the Highland Industrial Park in Woonsocket. This new facility will have the ability to house 100 employees, in addition to having warehousing and manufacturing capabilities. Furthermore, these corporate headquarters will manage satellite offices currently located in the UK, Asia, and North Carolina, as well as a brand new 51,000 square foot west coast warehousing facility in California. The ground breaking ceremony for this new site will be held on August 9<sup>th</sup> at 10:00 am. On hand will be the owners of Summer Infant, Susan D. Menard, Mayor of Woonsocket, Saul Kaplan, Executive Director of RI Economic Development, Jeff Palucha, Woonsocket Director of Economic Development, and other distinguished guests.

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From just a handful of employees in 2001 to over 50 and growing, this “little” company is making a big impact on not only the juvenile products industry, but also on the Rhode Island economic community – which the owners are proud to call both their personal and professional home.

*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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