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FOR IMMEDIATE RELEASE

Bath Time Bliss from the Experts at Summer Infant

Summer Enjoys Success, Yet Continues to Address a Variety of Bath Time Needs

North Smithfield, RI (May 8, 2006) – Bath time is the universal medium for parents to bond with their baby, and all babies are different. Recognizing these key differences is what makes Summer Infant stand out among the rest. Bathing takes place at all stages of development and in a variety of places in the home. Summer has created some great successes in this category by making bath products that take these factors into account. Keeping true to the ever-changing landscape of bath time, they have also developed some new items that add convenience and a whole lot of fun to this experience.

Babies come in all sizes, they need to be bathed right from birth on up, and bath time can take place in a kitchen or a bathroom. With such a wide range of needs, Summer has sought to address the challenges these needs present with common sense and innovation. This year's line includes recent products received with great success by consumers, as well as a few new items that help round out their impressive line.

HOW TO BATHE A NEWBORN

There are several products available to help with baby's first bath - and while they are still fairly immobile, as any seasoned parent knows, quite wriggly when wet! Products include bath slings, bath sponges, newborn-to-toddler tubs, bath supports, and baby bathers. All cover a variety of price ranges and practical functionality for newborns.

HOW TO BATHE A BIGGER BABY OR A GROWING TODDLER

Babies are trending bigger so there is more to love, but also more to bathe. There is also the indisputable fact that yes, with age, babies not only get bigger, but also more mobile. Parents of larger babies and those who want one product to last from start to finish should consider large comfort bath supports and newborn-to-toddler tubs.

NEW! Comfy Bath Sponge (08240) – Some parents swear by this tried and true method of bathing – so who is Summer to argue! Soft, cradling comfort in a simple contoured design. Great for newborns and can be used alone in a standard tub, in an undivided kitchen sink, or as a baby bath tub insert.
- Available now for a suggested retail price of \$4.99

NEW! Baby's 1st Bubble Maker (08280) – What do kids love in the bathtub? Bubbles, bubbles and more bubbles! Baby's 1st Bubble Maker is battery operated and makes lots of fun bath time bubbles; and is destined to illicit an equal amount of giggles! Portable bubble maker securely adheres to the wall via suction cups. Bubble solution included so you can start making bubble fun right away! Parent and child operated so everyone can have fun.
- Available in January for a suggested retail price of \$9.99

- MORE -

NEW FASHION! Mother's Touch™ Large Comfort Bather (08160) – This is the perfect solution for bathing bigger babies with its larger, more generous frame. All of the creature comforts included such as a deluxe head support, soft mesh contouring sling, bolstered edges for added support, 2 position backrest, flat fold for storage, and removable and machine-washable quick drying and mildew resistant fabric. This Large Comfort Bather can be used in both an undivided kitchen sink and in a standard bath tub. It comes in an adorable fish themed print and also NEW for this year, super cute girl-themed fashion print.

- Fish themed bather available now and girl-themed in January for a suggested retail price of \$19.99

NEW! Mother's Touch™ Comfort Bath Support (08150) – A giant baby bath pillow! This bath support is great for newborns and bigger babies. Made of easy dry fabric, it is soft and cushioned for just the right comfort and support. A built-in kickstand allows mom or dad to bathe baby fully reclined, or elevate baby's head and body to their liking. Bath support folds for easy storage and travel.

- Available now for a suggested retail price of \$14.99

Mother's Touch™ Baby Bather (08114), Deluxe Baby Bather (08050), and Deluxe Mother's Touch™ Baby Bather Gift Set (08070) – Success comes in many forms! This hot seller is available in three different versions – 1) standalone, 2) with a deluxe head support, and 3) in a gift set. All feature a soft, contouring fabric sling that can be used in both a tub and undivided kitchen sink. 2 position backrest, as well as removable and machine-washable fabric. The gift set also includes a convenient travel bag and must-have infant health grooming items.

- All available now for the suggested retail prices of \$12.99, \$14.99, and \$24.99 respectively

Newborn-to-Toddler Bath Center and Shower (08040) – The perfect all-in-one bath tub that is a one stop solution for all babies and all methods of bathing! Use the sling included for newborns in the baby bath tub or in an undivided kitchen sink. As baby grows, remove the sling and let them enjoy splashing about in their very own toddler tub. Best of all, this item includes a shower unit that can be used in the baby bath tub or standalone. The shower gives baby a clean rinse and the gentle spray delights them for a great bath time experience!

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

Soothing Spa and Baby Bath (08190) – A whirlpool tub just for baby! The Soothing Spa and Baby Bath is also a one stop solution. But with this tub, baby can enjoy the sound and feel of swirling waters, lavender scented baby wash, and calming foam bubbles. A clean rinse shower completes baby's experience in their very own Victorian styled claw foot tub – because nothing is too good for baby!

- Available exclusively at Babies "R" Us now 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. 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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