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FOR IMMEDIATE RELEASE

## **Summer Infant's Bedrails Give Kids and Parents a Good Night's Sleep**

### ***Summer's Bedrails Keep Children Safe without Compromising Bedroom Décor***

**North Smithfield, RI** (May 8, 2006) – First and foremost bedrails are a safety device designed to help kids make an easier transition from a crib to a bed. Summer Infant has striven to continually look at this category to find ways to improve safety, ease-of-use, and make bedrails aesthetically pleasing in a child's room.

#### **SAFETY**

Last year Summer Infant broke the mold with their Sure & Secure™ Triple Bedrail; the first bedrail on the market to span three sides of the bed instead of two. This helped children who were restless sleepers from migrating off the end of the bed, as well as children whose bed did not have a headboard. Having additional protected sides means additional security all around. Additionally, when the Juvenile Products Manufacturers Association issued new bedrail standards last year, Summer was the one and only manufacturer who had a bedrail on the market that already met the new guidelines. All of Summer's bedrails are JPMA certified as well so consumers can have peace of mind when making their purchase.

#### **EASE-OF-USE**

Putting a bedrail on a bed in the past has been a time-consuming and labor intensive task. Summer Infant has streamlined their bedrails to make this undertaking an easy one. Both their single and double bedrails come fully assembled so parents just have to take it out of the box, slip it under the mattress and tighten. And the triple bedrail requires minimal assembly. All of Summer's bedrails have a "fold down" feature so that it is easier for kids to hop into bed and for parents to change the linens. But the most exciting addition to the Summer bedrail family is the Sure & Secure™ One-Handed Fold Away Bedrail. This bedrail folds *completely* flat under the bedspread so that it is out-of-sight when not in use.

#### **BEDROOM DÉCOR**

This year Summer discovered another need not being met in the marketplace – that being parents of little girls who wanted a bedrail in keeping with their bedroom décor. Thus, the pink bedrail was born! Summer's most popular item, their Double Bedrail, comes in blue *and* pink to match the most popular bedding and room decorating themes on the market. Jason Macari, President and CEO of Summer Infant states, "we realized that the current blue colored bedrails on the market may not always match with a little girl's bedroom theme. Being a dad to a little girl myself, I thought it was appropriate to include a pink option in our line so that parents don't have to compromise." The Sure & Secure™ One-Handed Fold Away Bedrail also has bedroom décor in mind; in that it completely hides away when not in use so that the room parents dreamed up, stays that way.

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*NEW! Sure and Secure™ One-Handed Fold Away Bedrail (12100)* – This is the *only* bedrail on the market that can fold down with one hand! The One-Handed Fold Away Bedrail folds down and away from the bed so that it is covered by the bedspread. Not only does it keep toddlers safe at night, but also is perfect for parents who want the bedrail out-of-sight during the day. With one-hand fold down, it is great for making the bed a lot easier as well. No assembly required!

- Available in February for a suggested retail price of \$24.99

*Sure and Secure™ Triple Bedrail (12030)* – The Triple Bedrail is great for restless sleepers who are used to sleeping in a crib with protected sides and not in one unprotected spot. Provides more of a safeguard and is great for beds without headboards, or if there is a large gap between the mattress and headboard. Bedrail can also be used at the end of the bed. Fold down sides for easy access to the bed or to change the linens. This makes for an easier, more comforting way to transition a toddler. Fits twin to queen sized mattresses.

- Available now for a suggested retail price of \$49.99

*NEW! Sure and Secure™ Double Bedrail (12020 & 12050)* – Summer's most popular bedrail comes fully assembled and requires no tools for installation. Shipping now is a NEW pink version – perfect for daddy's little girl or mommy's princess! The Double Bedrail comes in a blue or pink fabric option with breathable mesh inners. Fits twin to queen sized mattresses and folds down.

- Available now for a suggested retail price of \$34.99

*Sure and Secure™ Single Bedrail (12010)* – Fully assembled and requires no tools for installation. Also features fold down, soft mesh fabric, and fits twin to queen sized mattresses. A simple anchor mechanism ensures a snug and secure fit. A great value!

- Available now 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. 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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