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FOR IMMEDIATE RELEASE

Summer Infant and Gund® Partner on Key Juvenile Items

A Great Opportunity to Make Baby's World a Little More Plush

North Smithfield, RI (May 8, 2006) – Summer Infant - one of the leading manufacturers of juvenile products, and Gund® - maker of the world's most huggable plush toys, have come together to develop items destined to make every baby's life softer and sweeter.

Known worldwide for their soft and huggable plush designs, each of GUND's soft plush has a distinct personality, apparent in its facial expression and body language. These endearing characteristics of GUND soft plush make them friends for a lifetime and make children of all ages smile. Recognizing these valued qualities, Summer knew GUND would make a good partner and approached them with a plan to develop exclusive product for the infant marketplace.

"It's important for GUND to align itself with companies known for delivering high quality products to the children's market," states Douglas Branch, SVP National Accounts and Special Markets for Gund. "Summer Infant like GUND is a leader in their specific category making them an ideal match for product collaboration."

Jason Macari, President and CEO of Summer Infant, further states, "we believe it is a great fit for us and allows two complementary manufacturers to deliver on their consumer promise of delivering high end quality products. It is these products and the resulting marriage of companies that will give shoppers an even better choice when choosing the perfect product for baby."

Summer is proud to launch four new items this month at the Juvenile Products Manufacturers Association (JPMA) show:

NEW! Heart-to-Heart™ Prenatal Gift Set (02330) – A great way to start the bonding process with your baby while pregnant! This Prenatal Gift Set allows mom to hear her unborn baby's heartbeat, kicks, and hiccups. This gift set also gives mom several different ways to share the experience with her loved ones. The provided "heart" records and plays back the precious sounds. A cable allows mom to record the precious sounds and email them. An external speaker option allows the whole family to listen. Or the 2 ear bud style sets allow for an intimate listening experience with dad, sibling, or other loved one. Accessories are included to finish off this great gift set; the first being an exclusive soft Gund teddy bear. This adorable, super soft bear comes complete with embroidered heart – great for snuggling until baby arrives and then the perfect gift for baby's arrival! The second accessory is a picture frame to cherish a sonogram or baby's 1st photo.

- Available in January for a suggested retail price of \$39.99

- MORE -

NEW! Mommy's Melodies Bear (02370) – It's a whole new world once baby arrives! Give them that sense of security they miss with the Mommy's Melodies Bear! Developed exclusively for Summer by Gund®, the 14" teddy bear features ultra soft plush fabric and is cute as a button! This bear goes one step further however than your average bear. Included within the bear is a sound unit which plays womb sounds – the sound of security baby has grown accustomed to for 9 months. The unit also plays 3 lullabies and 2 nature sounds for further comforting. Automatically shuts off after 15 minutes, features volume control, an on/off button, and a Velcro strap so parents can safely attach the bear to the crib. Now parents can provide their baby the sweet sounds they love!

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

NEW! Tender Touch Baby Bouncer (01450) – Plush, plush and more plush! Heavenly soft for baby, the new Tender Touch Baby Bouncer from Summer features three exclusively designed mobile characters by Gund – a puppy dog, lamb, and teddy bear. Sweet doesn't even begin to describe this wonderful bouncer inspired by these characters and brought to life with ultra soft fabrics. The bouncer also features soothing vibration, ocean and heartbeat sounds and lullabies to further comfort and cradle baby. Ergonomic design, easy adjust base, 3-position recline, removable and washable seat cover, and t-strap restraint for added security, all add up to make this bouncer not only pleasing to the eye and touch, but also a wonderfully performing bouncer all around.

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

NEW! Sweet Beginnings Baby Care Gift Set (04650) – The perfect, all inclusive, infant health gift set for the new mom! The Sweet Beginnings Baby Care Gift Set provides everything mom needs to take care of baby once she is home. The 28 piece kit includes an exclusive soft Gund plush teddy bear; the ideal tool for comforting and caring. Also included is *Johnson's® Child Development: Your Baby 0-6 Months* book which is a step-by-step guide for parents. From nurturing, sleep cycles, safety, feeding, health and more, this book will provide the much-needed answers new parents seek. Rounding out the kit are the tools every parent needs to care for their precious new baby: a one second ear thermometer, alcohol swabs, finger toothbrush with case, teether, nasal aspirator, premie nail clippers, baby mitts, emery boards, brush, medicine syringe, and pacifier medicine dispenser – all packaged in a convenient storage case.

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

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.

About GUND

GUND® is known worldwide for its top quality, soft and huggable plush designs. Award winning GUND® products appeal to all ages, from infants up, and are perfect for both play and collecting. The 107-year old company is based in Edison, New Jersey, and distributes throughout the United States and Canada as well as in Europe, Japan, Australia and South America. GUND® products may be found in gift, specialty, toy, book, museum and department stores and many other retail outlets. To find your nearest retailer, visit www.gund.com.

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