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FOR IMMEDIATE RELEASE

Summer Infant™ Announces Natures Purest® Hug Me Gear Collection

Extends Reach of Popular Organic Bedding and Nursery Products and Announces Availability of “Sleepy Safari” Organic Bedding Line

Woonsocket, RI (April 7, 2008) – Summer Infant, Inc., a manufacturer and designer of premium juvenile infant products, today announces the availability of the Natures Purest® Hug Me gear collection. Rounding out the success of the Natures Purest full line of organic bedding and nursery décor, Summer Infant is now extending the line to include a bouncer, high chair, bassinet, swing and playard featuring naturally organic grown cotton fabrics. These products are available now and are sold exclusively at Babies “R” Us.

“We are thrilled with the overwhelming response to the Natures Purest line of organic bedding and nursery products,” said Jason Macari, President and CEO of Summer Infant. “The availability of the Hug Me gear broadens the range of our organic product offerings, allowing parents to ‘go green’ in a big way if they choose to do so. The new Hug Me collection also extends the character base of the line so that the Natures Purest brand appeals to not only their good sense of what is best for baby, but also their personal fashion décor needs.”

Building on the momentum of the Natures Purest line and the success of the Hug Me collection, Summer Infant also announces the availability of the Sleepy Safari bedding collection, another completely organic alternative for caregivers today. Natures Purest Sleepy Safari collection is available at retailers nationwide and represents the absolute best of environmentally friendly products for baby. Starring an adorable giraffe, lion and elephant, this new pattern is sure to delight the jungle loving environmentalist in every baby!

From bedding, to layette, gear items and more, the Natures Purest line is soft and gentle. It provides parents with natural and organic choices for outfitting their baby. The line is in keeping with their desire to comfort and protect their newborn baby, yet fully delivers on style and quality without compromise. The rich, natural vegetable proteins inherent in the cotton fibers gently caress baby’s new skin. While other lines start out with organically grown cotton, they then add chemical agents during dyeing or printing which can often irritate soft new skin. Natures Purest is just that – cotton in its purest form from start to finish.

The Natures Purest Collection is premium, organically grown and naturally colored cotton. Every Natures Purest product is solely created from cotton buds that grow in natural shades of cream, brown and green. Organic cotton is grown without the use of harmful pesticides, chemicals, or dyes. No bleaching or dyeing is necessary, making natural cotton both stronger and safer. The colored fibers are made into fabric without the need for chemical processing – thus creating an ideal fabric for a baby’s delicate skin. Natures Purest is truly 100% natural and pure, making it Good for baby...Good for the environment.

The Natures Purest® Hug Me Gear Collection includes the following offerings:

- 64050 - Natures Purest Playard, SRP- \$159.99
- 64030 - Natures Purest Swing, SPR \$99.99
- 64020 - Natures Purest High Chair, SRP \$99.99
- 64040 - Natures Purest Bassinet, SPR \$119.99

The Natures Purest Sleepy Safari Collection includes a full range of nursery accessories as follows:

61220 – 4-Piece Crib Bedding Set, SRP \$199.99
61230 – Crib Sheet, SRP \$19.99
61240 – Sleep Sack, SRP \$29.99
61250 – Diaper Stacker, SRP \$29.99
61270 – Snuggle Buddy, SRP \$19.99
61280 – Musical Mobile, SRP \$49.99

61290 – Soft Toys, SRP \$19.99
61300 – Receiving Blanket, SRP \$24.99
61310 – Velour Blanket, SRP \$24.99
61320 – Decorative Pillow, SRP \$19.99
61330 – Valance, SRP \$24.99

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. 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 currently sells proprietary products in a number of different categories, including nursery audio/video monitors, safety gates, durable bath products, bed rails, infant thermometers and related health and safety products, booster and potty seats, soft goods, bedding, bouncers, strollers, highchairs, swings and play yards. 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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