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Summer Infant Shows Its Softer Side at the ABC Show

Summer Opens Its New Soft Goods Division with the Best and the Brightest

North Smithfield, RI (September 10, 2006) – Summer Infant, well known for its hard goods craftsmanship in the juvenile market, has now set its sights on soft goods. Continuing to make good on their promise of “delivering the best for you and your baby”, Summer has hired several bedding and soft goods industry experts to develop a line of products that extend the Summer branding.

This new team, lead by Ted DeLyra, Vice President of Sales and Marketing, brings a wealth of knowledge and expertise to this division. Mr. DeLyra states, “Summer’s core competency to date has been to build outstanding innovation into crucial baby care products such as monitors, gates, bathtubs, bedrails, and more. Our plan is to expand this impressive portfolio with the addition of products moms and dads seek to complete their baby’s nursery – and complete it with a great sense of style.” Included in the line up are all-in-one crib sets that include comforters, sheets, bumpers, valances, and more, as well as mobiles, lamps, and diaper stackers. To sum up the new offerings, one could say its fashion sensibility meets price sensibility, for a balanced product value consumers are proud to have purchased.

Summer’s new Soft Goods Division is making their debut at the ABC Show in Las Vegas. Attendees will not only get a full review of Summer’s current lines, but also get a great look at what the Soft Goods Division has been up to lately. “It is a big launch for Summer Infant and we couldn’t have asked for a better team to get the ball rolling” states Jason Macari, President and CEO. “We have enjoyed great successes in many juvenile categories and believe this new category will help cement the high quality associated with the Summer branding throughout the home and nursery.”

Success has come in many forms through Summer’s dedication to excellence in its hard goods lines, and will continue to convey innovation in all aspects of this new endeavor. Expanding their portfolio is just part of their larger plan to develop and manufacture goods that moms and dads can trust to be of the best quality.

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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