

Summer Infant(TM) Launches Nature's Purest(R) in the US

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WOONSOCKET, R.I. - (BUSINESS WIRE) - **Summer Infant**, Inc. ("**Summer Infant**") (Nasdaq: SUMR, SUMRU, SUMRW) today announced that its Soft Goods Division, in conjunction with Natures Purest(R) UK, is premiering a new line of bedding under the Natures Purest brand. The "Hug Me" Collection features the best in organically grown cotton which has been crafted into a classic bedding collection and nursery decor. The collection will debut in the United States this summer at Babies "R" Us, the nation's premier baby product retailer.

The Natures Purest "Hug Me" Collection offers a full range of organically grown and naturally colored cotton nursery products. The goals of Natures Purest are simple and true, to be Good for baby...Good for the environment. This collection represents the absolute best products for baby that are also environmentally friendly, two very important factors for today's discerning parents.

Organically grown cotton is grown without the use of harmful pesticides, chemicals, or dyes. Naturally colored means that the cottonseed is selected and planted so that the cotton bolls grow naturally in three different colors: cream, brown, and green. The method is similar to how a flower grower would cultivate different colored roses. Because the cotton fiber is already colored, no bleaching or dyeing is necessary. The colored fibers are then spun into yarn and woven into the fabric without the need for chemical processing - thus creating an ideal fabric for a baby's delicate skin. Additionally, chemical processing weakens conventional cotton fibers and makes them harsher during processing. Natural colored cotton is both stronger and safer.

Natures Purest takes organically grown to the next level by being naturally colored as well. While it is significant to the environment that cotton is grown organically, it is more significant to the baby that the cotton not have chemicals added to the organic cotton during processing. Other lines start out with organically grown cotton and then add chemical agents during dyeing or printing that can irritate soft new skin. The fabric used in Natures Purest is Oeko-Tex 100 Certified to be free of chemicals.

The Oeko-Tex Institute is a world-renowned independent textile research institute based in Zurich. Oeko-Tex is the most widely used textile quality seal in the world. Oeko-Tex certifies that the fabric used is free of toxic substances that could potentially harm the consumer.

The Natures Purest "Hug Me" Collection ships this June and will be available exclusively at Babies "R" Us stores and online at www.Babiesrus.com . This premiere line includes the following offerings:

61010 - 4-Piece Crib Bedding Set, Mobile, SRP SRP \$199.99	61060 - Musical \$44.99
61020 - Open Stock Crib Sheet, SRP Border, SRP \$19.99	61070 - 16" Wall \$19.99
61030 - 30" x 40" Blanket, SRP SRP \$16.99 \$24.99	61080 - 8" Plush Bear,
61040 - 45" Tab Top Valance, SRP SRP \$19.99 \$24.99	61090 - Photo Book,
61050 - Diaper Stacker, SRP \$29.99 \$49.99	64010 - Bouncer, SRP

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.

Forward Looking Statements

This press release includes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. Forward-looking statements are statements that are not historical facts. Such forward-looking statements, based upon the current beliefs and expectations of the **Summer Infant's** management, are subject to risks and uncertainties, which could cause actual results to differ from the forward-looking statements.