



News Release

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www.boppy.com

The Boppy Company Introduces New Swaddler

GOLDEN, CO - The Boppy Company, makers of the award-winning Boppy® Feeding and Infant Support Pillow, is continuing to grow its product line into new categories signaling the company's dedication to becoming a leading infant brand within the juvenile products market.

Through a licensing agreement with category leader Kids II, a new line of Boppy-branded swaddlers showcase the brand's commitment to offering innovative new products that provide comfort, support and style for moms and babies.

One of the oldest baby-calming techniques, swaddling recreates the snug, familiar experience of the womb. Swaddling also helps to decrease baby's startle reflex, the normal flailing of arms and legs that can upset babies and increase the frequency of waking and crying. Recent studies have shown that swaddling helps reduce the risk of SIDS (Sudden Infant Death Syndrome) by promoting more comfortable sleep while baby is on her back. Back sleeping instead of stomach sleeping is the key recommendation from the medical field as a way to reduce the risk of SIDS.

The new line of Boppy™ Swaddle Happy™ Swaddlers provide the ultimate in swaddler comfort and fashion. Each swaddler features a set of self-fastening tabs that keep the swaddler securely in place and also allow the blanket to be easily adjusted for a custom fit as baby grows. The leg pocket folds down for easy diaper access while keeping baby's arms snugly swaddled. Smartly styled in boy and girl fashions with attention to trim and detail, The Swaddle Happy Swaddler will delight fashion-conscious parents and their little ones.

"We have learned that babies who are securely swaddled sleep more soundly" said Susan Brown, President, The Boppy Company. "A snug swaddle helps cut down on spontaneous awakenings, and that means more rest for both baby and mom!"

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The swaddler is available in four different color options: Pink Crayon Flower, Soft Blue Stripe, Solid Pink and Solid Blue. See all designs at www.boppy.com. All swaddlers are made with 100% cotton fabric for cozy comfort without overheating and feature satin trim and coordinating appliqué. All Swaddle Happy Swaddlers include swaddling instructions (MSRP: \$12.99).

The entire line of Swaddle Happy Swaddlers will be available in January at Target stores (www.target.com).

The Boppy Company, makers of the award-winning Boppy® Original feeding and infant support pillow, has been voted the number one baby product by *American Baby* magazine for four straight years. Created by mom inventor Susan Brown in 1990 the award-winning Boppy pillow has become a “must have” in today’s nurseries. The Boppy Company is dedicated to making life more comfortable for moms and babies. For more information, visit www.boppy.com.

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