

News Release

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www.boppy.com

The Boppy Company Expands Into New Product Categories

GOLDEN, CO - The Boppy Company, makers of the award-winning Boppy® feeding and infant support pillow, is growing 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, the new Boppy-branded product lines showcase the brand's commitment to offering innovative new products that provide comfort, support and style to moms and babies.

The first line to launch is developmental play products, including the Tummy Play™ play pad and the EntertainMe™ Play Gym. Both products feature soft, comfortable play mats and include a mini Boppy pillow.

The Tummy Play play pad creates a comfy spot for baby to play and enjoy doctor-recommended tummy time. The Tummy Play play pad is available in two different themes: Garden Girl with a garden leaf mat dotted with bright flowers and dragonflies and Frog Fun with a lily pad mat featuring leaping frogs and happy turtles. Both themes also include a mini Boppy pillow to cradle baby for the ultimate in tummy time support and three detachable toys (MSRP: \$24.99).

"With pediatricians recommending supervised tummy time daily, the Boppy Tummy Play play pad offers an innovative product that is designed specifically to cradle and support baby in the prone position," said Susan Brown, President, The Boppy Company.

Rounding out the developmental play product line is the EntertainMe Play gym. Featuring a soft, thick play mat to keep baby comfortable during play time, this gym is loaded with different textures, shapes and colors for stimulation. The versatile mini Boppy pillow supports younger babies and can also be used for tummy time. Five different toys, including a motion-activated musical butterfly, keep baby happily entertained (MSRP: \$64.99).

Both developmental play products will be available in July 2006 at Target (www.target.com) and Babies "R" Us (www.babiesrus.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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