



News Release

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5 Time Winner, the Boppy Pillow, Enhances Product Line

Golden, CO –You know the horseshoe-shaped pillow that wraps around your waist and helps you sit in an ergonomic position relieving neck and should strain while breast or bottle-feeding your newborn? If you're a new parent, it's almost certain that you know of and likely have at least one Boppy® feeding and infant support pillow. In fact, while you're reading this, your baby could be lying in a Boppy pillow right beside you.

After comprehensive market research, The Boppy Company discovered a way to make this five time *American Baby* Best of the Year award winner even better. To better fit moms and dads of all sizes, the Boppy® pillow product line is introducing a new feature that allows the pillow to stretch to fit all waists while retaining its shape. Launching this January, The Boppy Company is introducing Boppy pillows with a Miracle Middle Stretch Panel™.

While the Boppy pillow receives very few consumer complaints, the Company noticed that more men are using the pillow with bottle-feeding. And, because most moms do not immediately bounce back to pre baby weight and size quickly, this pillow better accommodates the changing size of the new mom. With this new feature, the pillow fits more comfortably around the waist while still providing the great support that it's known for.

In addition to the new Miracle Middle Stretch Panel, now all but the Boppy Bare Naked pillows are dressed with a slipcover. By slipcovering all complete pillows, frequent washings are quick and easy, and mom can add on additional slipcovers to match the nursery, living room or just to freshen up the pillow.

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“We’re always challenging ourselves to improve our product offering,” said Susan Brown, president of The Boppy Company. “In making these changes, it is very important to us to maintain the properties that have earned the Boppy such a dominant place in new parents’ hearts and nurseries. We worked hard with our loyal users to determine what we could improve upon, and what we couldn’t mess with. With the changing market of more involved dads, the increased use of Boppy for breast and bottle-feeding newborns and parents who are too busy to continually wash pillows, we feel like these product improvement will better server today’s new parents.”

In addition to this new and improved product feature, the packaging and fabric selection have both received some fine tuning. The new packaging better features the fabrics for which the product is known. It’s packaged in an easy to grab-and-go vinyl bag. The vinyl is a heavier gauge and is trimmed with colored handles for an added decorative element. These new designer features better serve the gift-giver market. And, more use of color on the packaging helps consumers better distinguish among the various pillows in the product line.

The fabric selection is the best yet with the offering ranging from classic baby to joyful whimsy.

This new product line will begin hitting store shelves in January.

The Boppy® pillow product line includes these items:

- **Boppy®Bare Naked**, the pillow you get to decorate with assorted Boppy Slipcovers that allow customers to mix and match their Boppy pillow look.
- **Boppy® with Slipcover**, the flagship product of a cotton-polyester blended fabric now covered in a fashionable slipcover (formerly known as Boppy® Original).
- **Boppy® Soothing**, a slipcovered pillow with soft, baby-soothing fabrics that are comforting against baby’s delicate skin.
- **Boppy® Posh**, this sumptuous series with embroidery and decorative trim, features well known baby designers such as Amy Coe and Wendy Bellismo and are sold exclusively at Target and Babies R Us, respectively.

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Rounding out the pillow selection, The Boppy Company also manufactures baby accessories and a prenatal comfort line”

- **Boppy® Noggin Nest**, an innovative and patented head support that reduces the pressure on the back of baby’s head to aid in the prevention of flat head syndrome.
- **Boppy® Changing Pad Covers**, designed to fit most changing pads, this pad cover is made of a plush, raised dot fabric. An added feature is the removable, waterproof, washable liner.
- **Boppy® Newborn Lounger**, a tuffet-like pillow with a sunken center that supports baby while lounging.
- **Prenatal products**, because 9 months is too long to be uncomfortable™, this product line includes cushions and pillows to support the changing body of the prenatal woman providing support for the baby, and mom’s aching back and legs.

The Boppy product line is sold nationwide at Pottery Barn Kids, Target, Babies R Us, Toys R Us, Burlington Baby Depot, Shopko, Meijer Thrifty Acres, estyle.com and hundreds of specialty retailers.

Earlier this year, The Boppy Company announced its first licensing deal with Kids II, Inc. This agreement showcases the brand’s commitment to offering innovative products that provide comfort, support and style to moms and babies. Also launching in January are the Boppy™ Rock in Comfort™ Travel Swing and the Boppy™ Cradle in Comfort™ Bouncer joining the already successful Boppy® EntertainMe™ Gym and Boppy® Tummy Time™ Play Pad. These new products incorporate The Boppy Company’s signature fabrics, design and inherent Boppy comfort.

Mom-inventor, Susan Brown established the Boppy Company in 1990, in Golden, Colorado. This was the same year that its flagship product, Boppy, won the Juvenile Product Manufacturer Association’s “Show-Off” competition award.

For more information, visit Boppy online at www.boppy.com.

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