



News Release

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www.boppy.com

The Boppy Company Introduces Two New Products

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, the new Boppy-branded product lines showcase the brand's commitment to offering innovative new products that provide comfort, support and style for moms and babies.

Following a successful launch of developmental play products, the Boppy brand is expanding into a comfort line of platform products, including the Cradle in Comfort™ Bouncer and the Rock in Comfort™ Travel Swing. Both products feature soft, plush fabrics and include a bolster support system for advanced infant comfort.

The new Cradle in Comfort Bouncer provides the ultimate in bouncer comfort and support. Featuring a two-position seat, the bouncer can recline for peaceful rest time and incline for bouncing play time. Smaller infants can nestle comfortably into the plush infant bolster system, which can then be removed as baby grows. A unique gliding toybar offers one-hand movement for easy access to baby and includes two plush, removable toys. The Cradle in Comfort Bouncer is available in two different color options: blue bugs or flower pink. Both color options also include calming vibration, five gentle melodies and three soothing sounds (MSRP: \$49.99).

"We have learned that bouncers are a safe and effective tool for calming babies" said Susan Brown, President, The Boppy Company. "Babies love vibration and motion. Our new bouncers provide a comfortable place for baby to rest and to play - the best of both worlds!"

Rounding out the comfort platform product line is the Rock in Comfort Travel Swing. This compact swing conveniently folds down for go-anywhere comfort, whether moving from room-to-room or taking a trip to grandma's house. Smartly styled and gender-neutral, this swing will delight design-conscious parents.

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Featuring a plush, removable head bolster and two-position recline, the Rock in Comfort swing provides a cozy, soothing spot for baby from the moment she comes home. Superior TrueSpeed Control™ automatically maintains specified speed and ensures a perfect rocking speed as baby grows. A gliding toybar features one-hand movement for easy access to baby and two plush toys are included for playtime fun. Five gentle melodies with volume control provide the perfect mood music for baby, whether rocking to sleep or rocking to the beat (MSRP: \$64.99).

The Cradle in Comfort Bouncer will be available in January at Target (www.target.com) and the Rock in Comfort Travel Swing will be available in January at 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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