



FOR IMMEDIATE RELEASE

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Bumkins Finer Baby Products Appoints VP Director of Sales

Scottsdale, AZ. Bumkins Finer Baby Products is pleased to announce the appointment of Maury Shnier as Director of Sales. Maury will lead Bumkins' sales effort, working as a direct interface to customers, sales representatives and agents and developing Bumkin's overall sales and customer channel strategies. Adding Maury to the Bumkins team will help to continue Bumkins sales growth in the Infant, Toddler and Preschool apparel and accessories market.

"Bumkins is embarking on an exciting new expansion into Infant, Toddler and Preschool apparel products and working with our first licensed property, Dr. Seuss. Our products are also catching on with new and existing customers - we are listening to our customers and developing an enhanced sales focus and presence", says Jakki Liberman, Founder and President of Bumkins. "Maury's broad experience in dealing with a variety of customers, products and sales channels will aid us in delivering higher levels of customer service and sales support. His experience and understanding of the complexities of today's fast- moving, multi-channel customer base is a welcome addition to our team."

Maury joins Bumkins from G.E.Shnier Co. a division of Gesco Industries, Canada's largest independent flooring sales, marketing and wholesale distribution company. He has held a variety of sales positions in his almost 15 years at G.E.Shnier Co. and maintains a position on the Board of Directors of Gesco Industries as well as other private companies in Canada. Maury's most recent position in the management of G.E.Shnier was as Sales Manager for National Accounts where he was responsible for a significant portion of the company's growth and profitability with key customers, chains and buying groups.



About Bumkins® Finer Baby Products

Based in Scottsdale, AZ, Bumkins Finer Baby Products was founded by Jakki Liberman, who through necessity, developed the original Bumkins products to assist her in caring for her four children over fifteen years ago. Bumkins has grown to offer an ever expanding line of premium baby apparel and accessory products, with a strong focus on function and design.

Bumkins® Products are sold exclusively through better baby stores and department stores including One Step Ahead, The Right Start, Amazon.com, Babies 'R Us (Web only) and Babycenter.com. Experience Bumkins® at www.bumkins.com or call 1- 866-Bumkins.

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