



FOR IMMEDIATE RELEASE

Contact: Scott Koenig  
480.481.3618 x 109  
scott@bumkins.com

### **Bumkins Dives into Dr. Seuss with *One Fish, Two Fish* Waterproof Line**

Scottsdale, AZ – April 18, 2005 – Bumkins Finer Baby Products is proud to unveil its newest waterproof line featuring art from beloved children’s author and illustrator, Dr. Seuss. Combining Bumkins’ proprietary waterproof fabric with Dr. Seuss’ bright and lively, *One Fish, Two Fish* was a natural partnership. *One Fish, Two Fish* is available to order immediately in the award winning, SuperBibs®, Sleeved Bibs, Tote Bags, Diaper Covers and All-In-One Diapers. Bumkins’ *One Fish, Two Fish* waterproof line may expand to include the entire list of waterproof products at a later date. This is the first of many Bumkins prints that will feature Dr. Seuss’ lovable characters.

Recognized for its outstanding quality, cutting-edge designs and attractive styling, Bumkins’ thoughtfully constructed products provide easy care for parents. Consumers can expect the partnership between Bumkins and Dr. Seuss to be a continuation of both brands’ commitment to excellence.

#### **About Bumkins® Finer Baby Products**

Based in Scottsdale, AZ, Bumkins Finer Baby Products was founded by Jakki Liberman, who through necessity, developed the All-in-one Diaper 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.

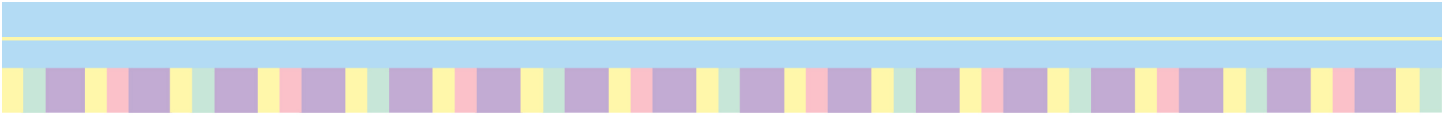
Bumkins® Products are sold exclusively through better baby stores and department stores including One Step Ahead, The Right Start, Amazon.com, Babies ‘R Us (Web only) and Babycenter.com. Experience Bumkins® at [www.bumkins.com](http://www.bumkins.com) or call 1-866-Bumkins.

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Contact: Scott Koenig

Bumkins® Finer Baby Products

Phone: 480-481-3618x109



Fax: 480-481-9248

Email: [scott@bumkins.com](mailto:scott@bumkins.com)