



FOR IMMEDIATE RELEASE

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

Dr. Seuss is on the Loose @ JPMA Trade Show in Orlando

Scottsdale, AZ – May 19, 2005 – Bumkins Finer Baby Products is anxious to unveil the single largest product expansion since its explosion onto the juvenile products scene over 15 years ago. The release of the Dr. Seuss Nursery Collection by Bumkins marks the pioneering venture into apparel for the company. Dr. Seuss' fun loving characters from *The Cat in the Hat* are the focus of the premier line with sleepwear to playwear; outerwear to daywear for your smallest of all-est, sizes 0 – 24mos. Retail pricing will be between \$8 - \$40 for various items and sets. The one-of-a-kind designs will be available to mix and match and in eye-catching, creative packaging for store's buyers to order at the JPMA Trade Show in Orlando May 23-25 2005, booth 1331.

Pairing Bumkins' outstanding quality, cutting-edge designs and attractive styling with the whimsical, multi-generation-inspired characters of Dr. Seuss is a natural fit in the juvenile products and apparel industries. Consumers can expect the partnership between Bumkins and Dr. Seuss to be a continuation of both brands' commitment to excellence.

Bumkins will have its entire product line available at JPMA including its award-winning waterproof Superbibs®, All-in-one Diapers, tote and diaper bags, naturals, cottons, and its newly released *One Fish Two Fish* sun-protective swimwear.

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 or call 1-866-Bumkins.

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Contact: Scott Koenig

Bumkins® Finer Baby Products
Phone: 480-481-3618 x 109

Fax: 480-481-9248
Email: scott@bumkins.com