



FOR IMMEDIATE RELEASE

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**Dr. Seuss Fifth Bestselling Author on Amazon.com**  
Dr. Seuss: Bumkins First Licensed Property

Scottsdale, AZ – July 25, 2005 – Amazon.com released its 10<sup>th</sup> Anniversary Hall of Fame, featuring authors who have written or co-authored the largest amount books sold since the online bookseller opened July 16, 1995. Dr. Seuss, Theodor Geisel as he was born, lands at number five on the list with his 44 illustrated books, just above modern greats such as John Grisham, Stephen King, and J.R.R. Tolkien.

This news confirms Bumkins' thought process behind their decision to move into the world of licensed products with the Dr. Seuss property. "After many opportunities were presented to us, we chose Dr. Seuss because both Dr. Seuss and the property are very connected to the message of reading, creative thinking and imagination," states Bumkins founder, Jakki Liberman. This strong showing on Amazon's list reaffirms that Dr. Seuss is not only the world's best selling author of children's books, but also demonstrates that his playful stories and illustrations continue to inspire the latest generation. "Our congratulations go out to Audrey Geisel and everyone at Dr. Seuss Enterprises for this milestone," stated Liberman.

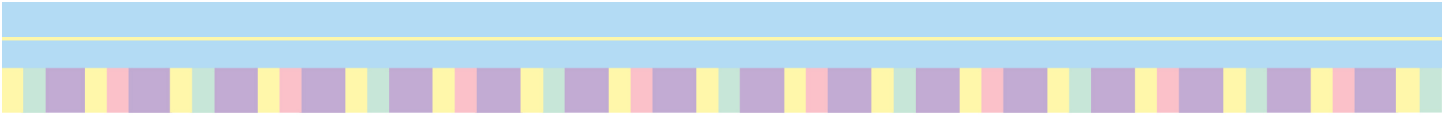
Bumkins first launched a full line of Sun Protective Swimwear and waterproof products, including Superbibs® and All-in-one Diapers, featuring the characters from *One Fish, Two Fish*. Bumkins is currently taking wholesale orders for the brand new line of *Cat in the Hat* apparel and waterproof products which will be to consumers for Fall '05.

For more info from amazon.com 10<sup>th</sup> Anniversary Hall of Fame, please visit this link:

<http://www.amazon.com/exec/obidos/tg/browse/-/14110551/104-8445671-7411147>

**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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