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Bumkins to Report to *Who*-ville

Bumkins Finer Baby Products Creates *DR. SEUSS' HORTON HEARS A WHO!*
Apparel For Even Your Smallest *Who*

SCOTTSDALE, AZ – January 23, 2008 – “A person’s a person, no matter how small!” In celebration of the release of Twentieth Century Fox’s CG animated feature film *DR. SEUSS' HORTON HEARS A WHO!* on 14 March 2008 (USA), Bumkins Finer Baby Products is announcing a new addition to its already widely popular Dr. Seuss family of baby products.

With the new film, the makers of *ICE AGE* and comedy giants Jim Carrey (who voices Horton) and Steve Carell (voicing the Mayor of Who-ville) bring Dr. Seuss’ magic to life in a way never before experienced. For the first time, a motion picture transports audiences into Dr. Seuss’ incredible imagination, through state-of-the-art CG animation. *DR. SEUSS' HORTON HEARS A WHO!* is Seuss as you want to experience his work at the movies – and as it was meant to be seen.

“After years of anticipation, we are as excited, if not more, as the most dedicated Seuss fan,” said Jakki Liberman, Bumkins founder and President. “Bumkins is proud to be in our third year as an official licensee of Dr. Seuss and we make it our responsibility to continue to represent the brand to its fullest.”

The multi-generational appeal of Bumkins’ favorite resident elephant plays out in a line of baby accessories and products that kids will love to wear and moms will love to buy. The expanded Dr. Seuss Nursery Collection starts at \$5.95 and includes bibs, diapers, tees and bodysuits in a number of sizes for any *Who*, “No matter how small!” Any parent wishing to share their favorite Seuss story will love the tees and bodysuits, which are made of 100% cotton interlock, while diapers and bibs are made of Bumkins’ award winning, American made waterproof material that is an industry standard for safety being PVC, phthalate and lead free. Bumkins is offering Horton-inspired prints in both girl and boy color schemes featuring the recharged but timeless jungle residents of Nool from Dr. Seuss’ classic *HORTON HEARS A WHO!*

Based in Scottsdale, Arizona, 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. Bumkins has grown to offer an ever-expanding line of premium baby apparel and accessory products with a strong focus on function and design.
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