



FOR IMMEDIATE RELEASE

Contact: Sarah Tolar
480.481.3618x103
sarah@bumkins.com

Scottsdale, AZ – May 2, 2006 – Dr. Seuss' infamous Thing One and Thing Two characters have invaded Bumkins Finer Baby Products. They can be found causing mischief everywhere, from Bumkins' zany and colorful *Cat in the Hat* waterproof print to the Dr. Seuss Nursery Apparel.

The Dr. Seuss Nursery Apparel line features multiple Thing One and Thing Two short sleeve bodysuit styles. The bodysuits are also available in a two-pack gift set which are perfect for twins and siblings.

The Dr. Seuss Apparel line is available in sizes 3 months to 24 months and orders are currently shipping.

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 and Babycenter.com. Experience Bumkins® at www.bumkins.com or call 1-866-Bumkins.