



FOR IMMEDIATE RELEASE

Bumkins in the Swim of Things with Dr. Seuss

Launch of Swimwear with Seuss Characters Marks Major Expansion for Bumkins

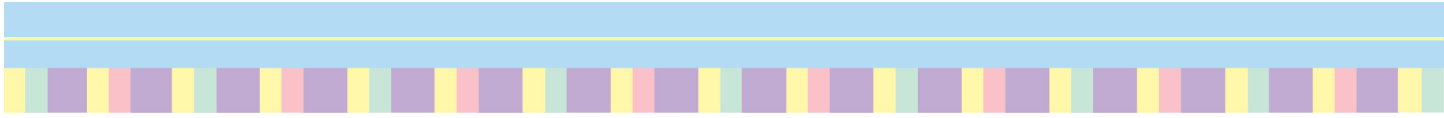
Scottsdale, Ariz. -- January 6, 2005 -- Bumkins Finer Baby Products is pleased to announce the launch of a double-impact expansion of its product line. Adding a complete line of swimwear to its award-winning collections of baby, infant, toddler and parenting products, this represents Bumkins' first phase of entering the apparel market.

The swimwear also represents another significant benchmark for the company as it is the first category line produced under Bumkins' license with the legacy children's brand Dr. Seuss. This offering of Bumkins swimwear features the whimsical characters of the Dr. Seuss' book, *One Fish, Two Fish*. The swimwear category includes: Unisuits, Shirts, Shorts, Swim Diapers, and Bucket and Flap Hats; in sizes 0 - 4T. Further, in keeping with Bumkins' commitment to innovation in design, high-performance fabrics, and holistic product function, the swimwear line utilizes state-of-the-art UV-blocking fabric. The swimwear ranges from \$19.95 - \$49.95 SRP. Following this launch, Bumkins will incorporate Dr. Seuss prints and artwork in its current product line; and will begin production on items for the infant, toddler, preschool apparel and accessories market, as well as furnishings' accessories and gift categories, featuring both wildly popular Bumkins and Dr. Seuss characters and prints.

Recognized for its outstanding quality, cutting-edge designs and attractive styling, Bumkins' thoughtfully constructed products provide easy care for parents in an assortment of quality fabrics and fun prints for kids. 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

Now in its fifteenth year of business, Bumkins® manufactures a unique line of premium baby products, conveniently organized into four categories: Waterproof Bibs, Cotton Classics, Diapers & Naturals and Gifts Sets. Each category offers a distinct and recognizable look with packaging to reflect each group. In 2003 Bumkins® launched an expansion of their waterproof products to include SuperBags – the perfect diaper bag or beach bag -- and multi-purpose aprons, ideal for kitchen, garden and art projects.



Consumers can expect Bumkins® to provide easy care and thoughtfully designed products with an assortment of quality fabrics and fun prints. Bumkins® Finer Baby Products are sold exclusively through better baby stores and department stores including One Step Ahead, 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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