



FOR IMMEDIATE RELEASE

Bumkins Finer Baby Products Welcomes Three New Team Members

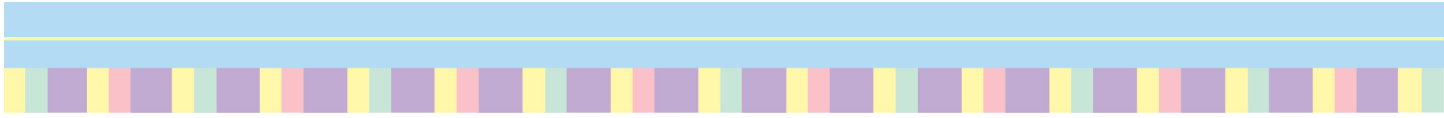
SCOTTSDALE, Ariz.– November 1, 2004 – Bumkins Finer Baby Products today announced that it has appointed three new employees to key positions within the organization. Karen Brook has been named Purchasing Manager, Amy Taylor as graphic designer, and Will Chase as Web Designer. All positions are newly added to the ever-expanding employee roster at Bumkins, which is based in the Scottsdale Airpark.

"Karen comes to us with a wealth of experience in sourcing and purchasing and is an outstanding addition to our company," says founder and president, Jakki Liberman. "She has a thorough understanding of the challenges of obtaining quality materials in a highly competitive environment and is fearsome at the negotiating table. Karen's keen anticipation of relevant trends and new opportunities provides an invaluable edge to Bumkins."

In the design department, new product development and expanding marketing campaigns inspired the new hires. "Amy is a seasoned graphic designer within the juvenile product industry, but she has a fresh style that has us simply raving." Senior designer Chris Marzuola says, "Will is a website whiz kid and is leading our latest ecommerce initiative into a higher playing field. We are pleased to add this depth of talent to our design team and look forward to developing further innovative design concepts to execute Jakki's ultimate vision for Bumkins growth."

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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