



**FOR IMMEDIATE RELEASE**

**Bumkins® Finer Baby Products Innovator of Form and Function**

*Attractive yet Ergonomic Designs Make Baby Care Easier and Trendier*

**Scottsdale, AZ – March 18, 2004** – 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](http://www.bumkins.com) or call 1-866-Bumkins.

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