



FOR IMMEDIATE RELEASE

Bumkins Introduces Two New Diapering Products

Scottsdale, Ariz.- April 30,2004 - Bumkins Finer Baby Products has added two new solutions to its cloth diapering line. Pull-on Pants and Overnighters are the latest product offerings by Bumkins to complement its award-winning diapering system. Made of Bumkins' signature waterproof fabric, the Pull-on Pants and Overnighters are practical and durable. The soft, lightweight fabric is machine washable, easy to clean and resists stains and odors.

Pull-on Pants

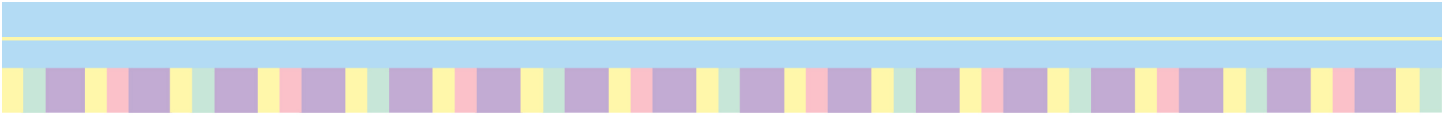
The Pull-on Pant is a waterproof shell made with soft but sturdy elastic at the waist and leg openings. It won't irritate the skin of active children but will prevent messes and leaks. Pants are great over cloth diapers or as a swim shell for extra protection with disposable diapers.

Overnighters

Perfect for bed-wetters or when potty-training a tot, the Overnighter has a waterproof shell lined with extra-absorbent cotton on the interior. Soft but sturdy elastic at the waist and leg openings are non-irritating and prevent leaks – useful for “accidents” during the training process.

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.

--



Contact:

Bumkins® Finer Baby Products

Phone: 480-481-3618x109

Fax: 480-481-9248

Email: pr@bumkins.com