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Bumkins' New Print for a New Generation of Parents

Rock n' Roll Meets Street, Makes for Urban Chaos

SCOTTSDALE, AZ – February 1, 2008 – While flipping through any parenting magazine, today's parent realizes that baby fashions are no longer the overalls with purple Hippos that we remember from our childhoods. Little boys look more like little rock stars and 2T vintage concert t-shirts are dotting playgrounds. Bumkins Finer Baby Products® has answered that need for alternative fashions with their newest print, Urban Chaos.

The new baby craze has only heightened in the last month with the recent double dose of highly publicized births at L.A.'s Cedars-Sinai Medical Center. On January 11th Harlow Winter Kate was born to Nicole Richie and Joel Madden, while Christina Aguilera and Jordan Bratman became the proud parents of Max Liron the very next day. Bumkins congratulates the new parents and has extended their best wishes with gift baskets featuring Urban Chaos SuperBibs®.

A Bumkins' baby product in Urban Chaos will allow the 'alternative' mom to brave the elements of any urban jungle. An edgy twist on the pastel classic, Urban Chaos makes for a mix of both rock n' roll and street. Bumkins' newest print is now available in all waterproof products from the ever-popular SuperBib® that takes baby from 6 months through the toddler years to the Bumkins' All-In-One Diaper. The waterproof line starts as low as \$5.95 (SRP) and is made of Bumkins' award-winning, American made waterproof material that is also PVC, phthalate and vinyl free.

Based in Scottsdale, Arizona, Bumkins Finer Baby Products was founded by Jakki Liberman, who through necessity, developed the original Bumkins products to assist her in caring for her four children. Bumkins has grown to offer an ever-expanding line of premium baby apparel and accessory products with a strong focus on function and design.

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