



Protect-a-Bub Press Kit



FACT SHEET

PROTECT-A-BUB™

PROVIDING BUBS WITH THE ULTIMATE IN YEAR-ROUND WEATHER PROTECTION

OVERVIEW:

Born from the desire of two moms on different sides of the globe confronted by the same problem – how to protect their infants from the sun’s harmful rays. Both knew the hazards of childhood sun exposure but could not find adequate protection for their children, leading them to developing a superior line of sun protection products.

Protect-a-Bub sunshades easily attach to carriers, car seats, strollers, joggers and carriages providing 98+% protection from the sun’s rays. The company’s products rate “Excellent”, the highest rating category available in accordance with globally recognized Australian and New Zealand standards for sun protective clothing (A/NZ4399: 1996).

The company’s sun protective product line also includes children’s swimsuits for UPF 50+ protection, the Carry Me Sun Free versatile sun cape and sun hats.

In addition to Protect-a-Bub’s sun protective product line, the company’s growing collection of baby comfort essentials includes a complete line of rain covers for strollers and joggers, the Bunny Wrap, a breathable swaddling blanket made from 100% natural cheese cloth and the Snuggle Bub, a luxurious lambswool stroller insert.

Three new products made their debut for Fall/Winter 2006: the Little Lamb lambswool seat liner for car seat, stroller or jogger, Hi-pile fleece Snuggle Bub and the Sweet Adeline Carrier Cover. New for 2007 is a Sunshade with Sparkle, Compact Sunshade, Car Seat Sunshade, Paint Your Own Sunhat and Reversible Swim Hat.



PROTECT-A-BUB FACT SHEET/PAGE TWO

PRODUCTS:

- Single, twin and tandem stroller sunshades
- Single, twin and tandem stroller rain covers
- Jogger sunshades
- Car seat sunshade
- Compact sunshade
- Sunshade with sparkle
- Jogger rain covers
- Swimsuits and Sun Hats
- Bunny Wrap
- Carry Me Sun Free Sun Cape
- Paint Your Own Sun Hat Kit
- Snuggle Bub (lambswool and Hi-pile fleece)
- Sweet Adeline (thermal polar fleece carrier cover)
- Little Lamb Lambswool seat liner

RETAILER INFORMATION:

Major retail outlets and specialty retail stores in the U.S. and Canada including:

- Babycenter
- Buy Buy Baby
- Planet Kids
- Right Start
- Target.com

Protect-a-Bub products can also be ordered on the web at www.protectabub.com

PRODUCT PRICE RANGE:

- Sunshades \$24.95 - \$54.95
- Rain Covers \$22.00 - \$28.00
- UPF 50+ swimsuits \$20.00 - \$22.00
- Bunny Wrap \$18.00
- Carry Me Sun Free Cape \$49.95
- Paint Your Own Sun Hats \$24.95
- Reversible Swim Hats \$14.95
- Lambswool Snuggle Bub \$68.00-\$80.00
- Hi-pile Fleece Snuggle Bub \$44.95
- Little Lamb Lambswool Seat Liner \$44.95
- Sweet Adeline Thermal Fleece Carrier Cover \$29.95
- Car Seat Sunshade \$34.95
- Back Seat Tandem Sunshade \$38.95



PROTECT-A-BUB FACT SHEET/PAGE THREE

AWARDS/RECOGNITION:

-2004 Iparenting media award for “Best Products for 2004”
-2004 Iparenting media award for “Hottest Products for 2004”
-2004 Iparenting media award for best “Back to School Products for 2004”
-2005 Iparenting media award for “Excellent Products 2005”
-Recommended by the pediatricians at PediatricPlanet.com

CELEBRITIES WHO PROTECT THEIR “BUBS”:

Julia Roberts
Kate Winslet
Jennifer Garner
Sarah Jessica Parker
Shaquille O’Neal
Kevin Dillon
Mark Paul Gosselaar
Heidi Klum
Angela Bassett
Maggie Gyllenhaal
John Michael Higgins

FOUNDER/CHIEF PROTECTOR:

Karen Clark-Dickson (Australia)

PRESIDENT & CEO:

Rachel Blakeman (New York)

YEAR FOUNDED:

2000

U.S. HEADQUARTERS:

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WEB SITE:

www.protectabub.com



**KAREN CLARK-DICKSON
CHIEF PROTECTOR**

As a native Australian Karen Clark-Dickson was a typical 'bronzed Aussie' – a tanned, sun loving child and adolescent – happily spending many unprotected hours at the beach or outdoors soaking up the sun. At the time, being tan was considered the 'healthy' way to look, the more tanned the better. Never mind the redness, blisters and peeling skin.

It is because of these not so healthy tans that Karen now suffers severe skin damage. Thanks to education, Australians are now very aware of the damage excessive exposure to the sun causes. Once Karen had children, she knew that protecting their precious skin from the sun and ensuring a healthy future for them was, and continues to be a priority. That's why she was so relentless about finding suitable protection when she was out in the harsh Australian sun with her children. Fortunately for Sam (Karen's second child) mum pursued her quest to develop one of the best sun protection products available.

Sam is the original 'Bub' in Protect-a-Bub. Trying to find suitable protection for him while he was out in his stroller was impossible. Karen tried umbrellas, towels, nappies, *anything* to keep the sun off of him, but was never satisfied. Then, on a walk one sunny September morning seven years ago, while trying to keep a flapping towel in place over her son's stroller, the solution came to her – *to develop a cover for a stroller that was UPF protective, which fit the stroller securely, would not move or blow around and would be easy to use for moms and dads.*

Relying on her experience in sewing and dressmaking, Karen worked tirelessly for the next several months to develop the covers. With assistance from various experts in the sun safety industry, she sourced the best fabrics and was expertly guided through the manufacturing process. The first covers were sold in January 1997.

Karen continues to find new ways to help educate parents on the importance of protecting young children from sun. As an expert on the subject, she's frequently called upon as a guest speaker to parenting groups worldwide.

Karen lives just outside of Sydney with her husband, Andrew, their two children Maisie, 11, Sam, 7, and Joely the dog.

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**Rachel Blakeman
President & CEO**

Rachel Blakeman never imagined she would become an advocate for skin cancer prevention, much less a manufacturer of sunshades. During her childhood, the hazards of sun exposure were not well known. Like many other Floridians of her generation, she spent many days at the beach without sun protection. However, by the time Rachel became a mother, the harmful effects of sun exposure were well documented.

When Rachel returned to Florida for a vacation with her then 3-month old daughter Sydney, she spent hours searching for adequate sun protection products. Just when Rachel had resigned herself to spending the vacation indoors, she discovered the Protect-a-Bub Sunshade. Armed with their Protect-a-Bub, Rachel and Sydney safely spent hours outdoors. As a result of Rachel's dependence on the sunshade and desire to protect other children, Rachel joined forces with founder Karen Clark-Dickson to make the shades available worldwide. Protect-a-Bub USA was officially formed in May 2003.

Rachel's desire to help people drives her personal and professional pursuits. In addition to her roles as mother and President/CEO of Protect-a-Bub USA, she is also a psychotherapist with a private practice in New York City. Prior to becoming a mother, Rachel taught continuing legal education courses to attorneys. As a former corporate attorney at a large New York City law firm, Rachel knew the challenges facing attorneys and designed courses to improve attorney quality of life.

Protect-a-Bub provides Rachel with the opportunity to address another extremely important issue – sun safety. Rachel educates parents about the hazards of sun exposure so they too can protect their children, ensuring future generations of healthy bubs!

Rachel lives in New York City with her husband, Richard, and their two daughters, Adeline and Sydney.



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Rachel lives in New York City with her husband, Richard, and her daughter, Sydney.



BACKGROUNDER

Protect-a-Bub's roots flow "down under" to Australia where the incidence of skin cancer is the highest in the world. Seven years ago, Karen Clark-Dickson searched unsuccessfully for a sunshade to adequately protect her baby from the harsh Australian sun. Unable to find anything, Karen designed her own sunshade. After countless requests from other parents to "make just one more for my child," Karen established Protect-a-Bub.

In February 2003, while preparing for a Florida vacation with her infant daughter Sydney, New Yorker Rachel Blakeman encountered the same dilemma. Rachel's fruitless search for a sunshade in the US, led her to purchase a Protect-a-Bub Sunshade from Karen's Australian website. While still in Florida, Rachel called Karen to describe how the Protect-a-Bub had saved her vacation. Rachel encouraged Karen to help other parents protect their children by making the sunshades available in the US. Karen was enthusiastic, but said she would need a partner in order for the company to expand.

Without hesitation, Karen and Rachel joined forces to bring Protect-a-Bub Sunshades worldwide. These safety conscious mothers improved upon existing products and invented new ones. As a former corporate lawyer, Rachel's business savvy complemented Karen's creative spirit. Without any experience in the US retail market, this team trusted their motherly instincts and manufactured thousands of shades. Rachel contacted retailers and the overwhelming positive response assured Karen and Rachel that retailers also believed in the adage, "mothers know best."

Protect-a-Bub products were developed using mothers' know-how and guidelines from various sun protection experts and groups including The Cancer Council Australia, Skin and Cancer Foundation and ARPANZAA (Australian Radiation Protection and Nuclear Safety Agency). The fabrics and raw materials were specially sourced for their durability, sun protective qualities and breathe ability. Ease of use and practicality were also of paramount importance.

Renowned pediatricians at pediatricplanet.com recommend Protect-a-Bub Sunshades as well as all of their other products. The shades are made from specially woven breathable fabric, rated 50-plus UPF, and provide over 98% protection from the sun's harmful rays, while allowing for full air circulation. The fabric rates "Excellent", the highest rating category available in accordance with globally recognized standards for sun protective clothing.

Karen and Rachel advocate that it is this generation of parents' responsibility to raise awareness of the need for early prevention against skin cancer. According to the American Cancer Society, skin cancer is the most prevalent cancer in the United States, affecting over one million Americans annually. Moreover, The Skin Cancer Foundation recommends that parents start protecting their children early on, as every unprotected exposure to the sun increases the risk of developing skin cancer. To increase awareness and protect children worldwide from irreparable sun damage, Protect-a-Bub donates a large portion of profits, in addition to its products, to various cancer and children's charities.

The full line of Protect-a-Bub products includes several styles of single and twin sunshades which fit all canopied strollers and joggers, as well as stylish rain covers made from a lightweight waterproof polyester and colorful swimsuits. To learn more about sun safety and Protect-a-Bub's products, please visit the website at www.protectabub.com.



SUN FACTS AND SAFETY TIPS FROM PROTECT-A-BUB

Facts About Sun Exposure*

FACT: Unprotected exposure to the sun in the first 15 years of life more than doubles the chances of getting skin cancer as an adult.

FACT: Nearly 80% of lifetime sun exposure occurs before age 18.

FACT: 90% of all skin cancers can be attributed to UV ray damage to skin cells.

FACT: Skin cancer is the most common form of cancer in the USA today.

FACT: UV rays cannot be felt and are present whether or not it is hot outside.

FACT: It takes less than 11 minutes for the sun to irreparably damage your skin.

FACT: The ear, nose, lip and eye areas are very susceptible to skin cancer.

FACT: A sun tan is a sign that the skin is already damaged. A sun tan does not protect the skin from further sun damage.

FACT: Sun tans and sun burns increase your risk of skin cancer.

FACT: UV is transmitted every day, even in winter. It takes longer to burn during the winter months, but sun damage occurs even on cloudy days.

FACT: Beware of UV rays reflected off of sand, water, snow, concrete or any light surface.

FACT: Babies do not require direct exposure to the sun; they receive enough vitamin “D” to help aid the growth of bones and calcium from indirect sunlight. Babies are very sensitive to the sun’s UV rays.

*Information compiled from The Skin Cancer Foundation and The Cancer Council Australia: *Fact Sheet: Sun Protection and Babies*: updated March 2004, www.sunsmart.com.au.

SUN SAFETY TIPS

If you and your family enjoy the outdoors, the best protection from the sun’s rays is to use all of the following: hats, sunglasses, sun block, sunshades, 50+ UPF rated clothing and 50+ UPF rated swimsuits like those brightly colored swimsuits offered by Protect-a-Bub. Babies should be completely shaded from the sun at all times during the first six months of life or until your pediatrician indicates it is safe for them to wear sun block. Using sunshades such as the Protect-a-Bub sunshade or the Protect-a-Bub Deluxe 2 in 1 allows baby to enjoy the great outdoors while being shielded from UV rays.

Keep baby protected during peak UV times when the sun is at its highest and strongest: between 10am- 4pm. Start teaching your children sun safe habits from an early age. Always require them to wear hats, sunglasses and a 50+ UPF rated shirt when swimming. Apply sun block each morning. Sun blocks take up to 20 minutes to become active on the skin. The most important tip for parents is to **LEAD BY EXAMPLE!**

Review all sun safe shade and apparel product information carefully. Beware of products that offer more than one shade factor – i.e., part of the product is 70% another part is 90% or the shade provides “up to” 90% protection. Some shades only provide protection in certain positions. Sun protection does not start until a shade factor of 94% is reached – which equates to UPF15. Any shades providing less than 94% may not block enough UV rays to protect your family. Sun block is an effective way to protect the skin from UV rays. Always use with care and as directed. Sun block needs to be re-applied at 2 hour intervals to continue protection. Use sun block along with other sun safety measures like hats, sun glasses, T-shirts, umbrellas, sunshades and natural occurring shade. There are two main types of sun block – those that are absorbed into the skin and those that sit on top of the skin. Absorbed sun block penetrates the skin, removing or lessening the UV from the sun’s rays, protecting the skin. Some blockers sit on top of the skin acting as reflectors while others absorb the UV as it hits the skin, stopping the rays from penetrating into the skin. The goal of sun block is to prevent UV rays from penetrating deep into the skin where cancer cells mutates and can later cause skin cancer. Blockers containing titanium or zinc are generally better for babies and children because fewer chemicals are absorbed by the body.



FOR IMMEDIATE RELEASE

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**PROTECT-A-BUB EXPANDS PRODUCT LINE
WITH BACK SEAT TANDEM SUNSHADE FOR PHIL & TEDS STROLLERS
Custom Design to Fit Popular Phil& Teds Strollers**

New York, NY February, 2008 – Protect-A-Bub, the manufacturer of protective sunshades that keep babies and toddlers safe from the sun's harmful rays, introduces further protection for little ones with a new **Back Seat Tandem Sunshade**. Protect-A-Bub is the largest selling protective sunshade in Australia and fast becoming the preferred sunshade in the U.S.

Protect-A-Bub's **Back Seat Tandem Sunshade** is cleverly designed to custom fit Phil & Ted's strollers keeping the little passenger in back protected and out of the sun. The **Back Seat Tandem Sunshade** is made of lightweight breathable fabric and protects from 98%+ of the sun's harmful rays and easily snaps to the frame of the stroller. The honeycomb weave of the fabric along with the unique design, provides maximum sun protection, (UPF50+) excellent airflow, complete visibility and insect protection. The **Back Seat Tandem Sunshade** is available in black and is recommended by the pediatricians at Pediatric Planet. Recommended retail price for this products is \$38.95 and is available to purchase online at www.protectabub.com.

The Protect-a-Bub line was born from the need of two moms confronted by the same problem -- how to protect their infants from the sun's harmful rays. Australian native, Karen Clark-Dickson and New Yorker, Rachel Blakeman, both knew the hazards of childhood sun exposure, but could not find adequate protection for their babies. For Karen, the search began seven years ago and led her to invent Protect-a-Bub Sunshades. Fast forward to February 2003 when Rachel's failure to locate sun protection products in the United States, led her to Karen's Australian website. Shortly thereafter, these two moms partnered to bring Protect-a-Bub Sunshades worldwide.

Recent studies show that excessive exposure to the sun during childhood increases the risk of melanoma later in life; melanoma is the most deadly form of skin cancer. Babies younger than six months are considered especially vulnerable to the effects of the sun because their skin has less protective melanin.

Protect-a-Bub USA™ is wholly owned and operated by mothers. Protect-a-Bub Sunshades rate "Excellent", the highest rating category available in accordance with globally recognized standards (A/NZ4399: 1996) for sun protective clothing. The products are sold in major retail outlets and specialty retail stores in the U.S. and Canada including Babycenter, buybuy Baby, Right Start and One Step Ahead and on the web at www.protectabub.com.

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**PROTECT-A-BUB CONTINUES ITS INNOVATION IN SUN PROTECTION PRODUCTS
WITH THE PROTECT-A-BUB CAR SEAT SUN SHADE**

New York, NY – July 11, 2007 - Parents of babies and toddlers hear CAR TRIP and immediately imagine screaming children and throbbing headaches. Sunshade industry leader Protect-a-Bub unveils the **Car Seat Sunshade**, a self-supporting sunshade that fits all infant and toddler car seats allowing for fun, quiet travel. The **Car Seat Sunshade** eliminates the need for flimsy window shades or other view-obstructing attempts to block the sun. **The Car Seat Sunshade** is the only one on the market that can be used for all infant and toddler car seats in both rear and forward facing positions. The sunshade can even be used on bouncy seats, allowing parents more flexibility when bringing their baby poolside. **The Car Seat Sunshade** is the latest product in the company's expanding line of sun protection products for baby & toddler.

The **Car Seat Sunshade's** innovative design is completely self-supporting and does not require a canopy. For added versatility, the shade features adjustable side sun flaps, allowing access to baby and protection from all angles of the sun. The **Protect-a-Bub Car Seat Sunshade** easily attaches to all infant and toddler car seats. It can be used from birth, on an infant seat in the rear facing position, up through the toddler years on a forward facing toddler car seat. Made from Protect-a-Bub's specially woven, breathable fabric, the shade provides UPF50+ sun protection. And while Protect-a-Bub can't promise to keep your kids entertained in the car, they will certainly keep them cool, comfortable and protected from the sun!

Recent studies show that excessive exposure to the sun during childhood increases the risk of melanoma later in life; melanoma is the most deadly form of skin cancer. Babies younger than six months are considered especially vulnerable to the effects of the sun because their skin has less protective melanin.

Suitable for babies from birth, the **Protect-a-Bub Car Seat Shade** is available in navy or black

Recommended retail price for the product is: \$28.95



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**PROTECT-A-BUB™ MAKES SUN PROTECTION FUN WITH NEW SPRING/SUMMER 2007
COLLECTION**

Paint Your Own Sun Hats Offers Fun, Sun Safety Activity For Children; Sun Shades with Sparkle Bring “Bling” and Style to Classic Stroller Sunshade

New York, NY -- Protect-a-Bub™, the industry leader in quality all-weather protection products for babies and toddlers, debuts their 2007 Collection with an array of new products designed to bring sun protection to a whole new level of fashion, fun and functionality. The five new products include **Sunshades with Sparkle, Paint Your Own Sun Hats, Reversible Sun Protective Swim Hats, a Compact Sunshade and Car Seat Sunshade.**

Protect-a-Bub’s Sunshades with Sparkle give a stylish new look to the classic stroller sunshade. Available with hand sewn sequin hearts or stars, the new sunshades protect against 98+% of the sun’s UVA and UVB rays. The sunshade easily ties to any canopied stroller, jogger, carriage or car seat and is made, from specially woven breathable fabric with mesh side vents to produce air circulation. A fabric bag is included so the sunshade can be compactly stored when not in use or the sunshade can be left attached while the stroller is folded. Protect-A-Bub’s Sunshade with Sparkle is offered in navy and black with pink & white sequin hearts or with blue and green sequin stars. Recommended retail is \$44.95.

Protect-A-Bub’s Paint Your Own Sun Hats makes sun protection fun. The sun hat kit includes a lightweight adjustable UPF 50+ hat with color brim, 6 non-toxic paint colors and 4 disposable paint brushes. The new sun hats promote sun safety awareness by having a child participate in painting their own sun hat prior to wearing it. The sun hat kits are an ideal sun-safe project for parent/child participation, and for school groups in addition to birthday parties. Available for children in sizes 2-4 years and 4-6 years of age, the sun hats are white with orange, mint or navy brim colors. Recommended retail is \$24.95. Group purchase discounts are available. Brightly colored **Reversible Swim Hats** also make their debut. The reversible hats offer a UPF 50+ rating. Two color combinations are offered: Red/Turquoise and Pink/Yellow. Recommended retail is \$14.95.

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In addition to the new Sunshade with Sparkle, two additional sunshade products, a **Compact Single Sunshade** and **Car Seat Sunshade** expand the company's popular sunshade offerings. Protect-a-Bub's Compact Single Sunshade is lightweight and perfect for use with an older child in a smaller stroller with a canopy. Available in navy or black, recommended retail for the Compact Single Sunshade is \$24.95 . The new car seat sunshade offers the ultimate sun protection for motoring travels with baby and eliminates back seat crying due to baby's discomfort from the sun shining through the car windows. The patented sunshade works with carseats with or without a canopy due to its special shaping mechanism and allows for baby's visibility with mesh side vents. Available in navy or black the Car Seat Sunshade has a recommended retail of \$34.95.

Other sun protection products in Protect-a-Bub's 2007 include award-winning lightweight and colorful swimsuits and swim hats and Carry Me Sun Free, a sun cape offering head to toe protection for baby. Consumers can visit www.protectabub.com to purchase Protect-a-Bub products online, or to locate a nearby retailer.

About Protect-a-Bub

The company was born from the desire of two moms confronted by the same problem – how to protect their infants from the sun's harmful rays. Australian native, Karen Clark-Dickson and New Yorker, Rachel Blakeman, both knew the hazards of childhood sun exposure but could not find adequate protection for their babies. For Karen, the search resulted in the creation of Protect-a-Bub Sunshades eight years ago. Rachel's failure to locate suitable sun protection products in the United States in February 2003, led her to Karen's Australian website. Shortly thereafter, these two moms partnered to bring Protect-a-Bub Sunshades worldwide. The company's product offerings have grown to include an array of quality and stylish year round protection products for baby and toddler sunshades, swimwear, sunhats, the Carry Me Sun Free sun cape, the original Snuggle Bub, a 100% Australian lamb's wool stroller insert, stroller and jogger rain covers, the Bunny Wrap, a swaddling blanket for baby and the Sweet Adeline Carrier Cover.

Protect-a-Bub leads the industry by providing new and better ways to protect babies from the sun's harsh rays in everyday situations and educating parents on the importance of sun protection. In 2004 and 2005, Protect-a-Bub was the recipient of *iParenting* media awards for its stroller sunshades, swimsuits and rain covers.

Protect-a-Bub sun protective products are made from specially woven UPF 50+ rated breathable fabrics, providing 98%-plus protection from the sun's harmful rays. The sun protective products rate "Excellent", the highest rating category available in accordance with globally recognized standards (A/NZ4399: 1996) for sun protective clothing. For more information on Protect-a-Bub's complete product line visit www.protectabub.com.

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**PROTECT-A-BUB™ DEBUTS FALL/WINTER 2006 COLLECTION WITH NEW
LAMBSWOOL SEAT LINER AND SWEET ADELINE CARRIER COVER**

Company Also Expands Original Snuggle Bub Line with New Thermal Fleece Snuggle Bub

New York, NY—August 21, 2006 -- Protect-a-Bub™ introduces three new products certain to keep “bubs” around the world cozy and warm during the upcoming cold-weather season. A new Lambswool seat liner, Sweet Adeline baby carrier cover and Hi-pile fleece Snuggle Bub will be available in stores in October. Protect-a-Bub is the industry leader in sun protection products for babies including stroller and baby carrier sunshade attachments, sun capes and swimwear.

The Protect-a-Bub Little Lamb liner made from 100% pure, fine Australian lambswool is ideal for use as a liner in a car seat, stroller or jogger. Lambswool, a natural insulator, keeps baby cool and dry by absorbing perspiration in hot summer weather, but also cozy and warm during the coldest of winter months. The seat liner features harness access slips to safely and easily attach to any five-point harness seat. Medical studies at Cambridge University and similar results reported in the *British Medical Journal*, *Lancet* and *The Australian Medical Journal* have shown that lambswool pads have a soothing, swaddling effect on babies, resulting in better sleep, reduced stress, greater contentment and improved weight gain. In addition to providing the ultimate in comfort and softness for baby, the new liner is hygienic as wool fibers limit the growth of harmful bacteria. Recommended retail for the machine washable lambswool liner is \$44.95.

Made from two layers of thermal polar fleece to keep baby super warm on the coldest of winter days, the new **Sweet Adeline Carrier Cover** can be used for baby when facing inward or outward. When facing inward, the cover’s attached hat can be placed over the baby’s head, eliminating the struggle to keep baby’s hat on and lessening parents already gear laden outings. When baby faces outward, the hat folds away into a stylish scoop design. The Sweet Adeline Carrier Cover is designed with not just baby in mind. It has a large thermal lined pocket to keep parents’ hands cozy and warm regardless of baby’s position. In addition, it is easy to use by simply placing the cover around baby once in the carrier and attaching one Velcro tab to hold it in place.

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PAGE TWO/PROTECT-A-BUB DEBUTS LAMBSWOOL SEAT LINER, SWEET ADELINE CARRIER COVER AND THERMAL FLEECE SNUGGLE BUB

The original Protect-a-Bub Snuggle Bub will now be offered in an even more plush fleece version with the new **Hi-pile Fleece Snuggle Bub**. Machine washable, the Snuggle Bub features a rain/snow resistant outer cover and offers superior warmth retention for baby. Suitable from birth to 4 years of age, the recommended retail for the Protect-a-Bub Hi-pile Fleece Snuggle Bub is \$44.95.

Consumers can visit www.protectabub.com to purchase the Lambswool Seat Liner, Sweet Adeline carrier cover, Thermal Fleece Snuggle Bub and other Protect-a-Bub products online, or to locate a nearby Protect-a-Bub retailer.

About Protect-a-Bub

The company was born from the desire of two moms confronted by the same problem – how to protect their infants from the sun’s harmful rays. Australian native, Karen Clark-Dickson and New Yorker, Rachel Blakeman, both knew the hazards of childhood sun exposure but could not find adequate protection for their babies. For Karen, the search resulted in the creation of Protect-a-Bub Sunshades eight years ago. Rachel’s failure to locate suitable sun protection products in the United States in February 2003, led her to Karen’s Australian website. Shortly thereafter, these two moms partnered to bring Protect-a-Bub Sunshades worldwide. Protect-a-Bub baby and toddler sun protection products include sunshades, and swimwear. The company also manufactures the Carry Me Sun Free sun cape, the original Snuggle Bub, a 100% Australian lamb’s wool stroller insert, stroller and jogger rain covers and the Bunny Wrap, a swaddling blanket for baby.

Today, the company leads the industry by providing new and better ways to protect babies from the sun’s harsh rays in everyday situations and educating parents on the importance of sun protection. In 2004, Protect-a-Bub was the recipient of *iParenting* media awards for its stroller sunshades, swimsuits and rain covers.

Protect-a-Bub sun protective products are made from specially woven UPF 50+ rated breathable fabrics, providing 98%-plus protection from the sun’s harmful rays. The sun protective products rate “Excellent”, the highest rating category available in accordance with globally recognized standards (A/NZ4399: 1996) for sun protective clothing. For more information on Protect-a-Bub’s complete product line visit www.protectabub.com.

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PROTECT-A-BUB EXPANDS POPULAR LINE OF PROTECTIVE BABY PRODUCTS WITH INTRODUCTION OF BUNNY WRAP

Lightweight, Breathable Swaddling Blanket Ideal for Year Round Use

New York, NY January 1, 2006– Protect-a-Bub, a leading manufacturer of protective sunshades and swimsuits that help keep babies and toddlers safe from the sun's harmful rays, today announced the introduction of the **Bunny Wrap**, a lightweight, breathable swaddling blanket. The **Bunny Wrap** is ideal for baby's year-round use and can also serve as a privacy cover for nursing moms.

Many experts believe that overheating may be a contributing factor in SIDS and do not recommend swaddling with heavy blankets for this reason. Made from 100% natural cotton cheesecloth, The **Bunny Wrap** is completely breathable unlike synthetic swaddling blankets on the market that can cause baby to overheat quickly. In addition, the weave of the **Bunny Wrap**'s cheesecloth provides a natural stretch allowing for baby's mobility, but keeping baby from startling awake.

Recommended retail for the **Bunny Wrap** is \$18.00. Consumers can visit the website at www.protectabub.com to purchase the **Bunny Wrap** and to obtain a list of local Protect-a-Bub retailers.

Protect-a-Bub's growing line of protective baby products includes sunshades, sun capes, raincovers, lambswool stroller inserts and swimwear. Protect-a-Bub is the largest selling protective sunshade in Australia and is fast becoming the preferred sunshade in the U.S.

Protect-a-Bub was born from the need of two moms confronted by the same problem – how to protect their infants from the sun's harmful rays. Australian native, Karen Clark-Dickson and New Yorker, Rachel Blakeman, both knew the hazards of childhood sun exposure, but could not find adequate protection for their babies. For Karen, the search began eight years ago and led her to invent Protect-A-Bub Sunshades. Fast forward to February 2003 when Rachel's failure to locate sun protection products in the United States, lead her to Karen's Australian website. Shortly thereafter, these two moms partnered to bring Protect-A-Bub Sunshades worldwide.

Protect-a-Bub Sunshades are made from specially woven UPF 50+ rated breathable fabrics, providing 98%-plus protection from the sun's harmful rays. The Sunshades rate "Excellent", the highest rating category available in accordance with globally recognized standards (A/NZ4399: 1996) for sun protective clothing. For more information on Protect-A-Bub visit www.protectabub.com.

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FOR IMMEDIATE RELEASE

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**PROTECT-A-BUB EXPANDS PRODUCT LINE
WITH SUPERIOR SUN PROTECTIVE SWIM WEAR**
Deluxe 3-in-1 Sunshades Also Added to Company's Popular Sunshade Line

New York, NY – Protect-A-Bub, the manufacturer of protective sunshades that keep babies and toddlers safe from the sun's harmful rays, introduces further protection for little ones with a new line of sun protective swim wear. The company also unveils the Deluxe 3-in-1 Sunshade. Protect-A-Bub is the largest selling protective sunshade in Australia and fast becoming the preferred sunshade in the U.S.

Protect-A-Bub's two-piece swimsuits are rated UPF 50+, the highest rating available for sun protection products. Available in an array of vibrant colors, the swimsuits are made from a breathable polyamide fabric that provides the ultimate in comfort and protection for baby and toddler. The swimsuit fabric is designed to withstand sun, surf and chlorine and provide hours of sun safety for babies and toddlers. Additionally, the new swimsuit can double as an adorable shorts and T-shirt set. Diaper changes are made easy with the two-piece design. Available in various two color combinations of pink, yellow, navy aqua and red, the suit comes in sizes range from 0 – 8 fitting birth through age nine. Recommended retail for the Protect-A-Bub swimsuit is \$24.95- \$28.95.

PROTECT-A-BUB NEW DELUXE 3-in-1 SUNSHADES

Cleverly designed to offer three sunshades in one, the Protect-a-Bub Deluxe 3-in-1 Sunshade provides the option of full coverage, canopy style protection or mesh partial coverage. In addition to a large mesh window, the sun cover features an adjustable flap that lets parents control the amount of sunlight allowed into baby's stroller. The honeycomb weave of the fabric along with the unique design, provides maximum sun protection, (UPF50+) excellent airflow, complete visibility and insect protection. In one simple step, the Deluxe 3-in-1 converts from a full coverage shade, to partial coverage with the mesh window into a single sunshade providing canopy style protection for baby or toddler offering three styles of coverage in one shade. The Deluxe Sunshade was awarded the iParenting Media Award and recommended by the pediatricians at Pediatric Planet. The Deluxe 3-in-1 is available in navy and black with recommended retail for the single Sunshade at \$42.50.



The Protect-a-Bub line was born from the need of two moms confronted by the same problem -- how to protect their infants from the sun's harmful rays. Australian native, Karen Clark-Dickson and New Yorker, Rachel Blakeman, both knew the hazards of childhood sun exposure, but could not find adequate protection for their babies. For Karen, the search began seven years ago and led her to invent Protect-a-Bub Sunshades. Fast forward to February 2003 when Rachel's failure to locate sun protection products in the United States, led her to Karen's Australian website. Shortly thereafter, these two moms partnered to bring Protect-a-Bub Sunshades worldwide.

According to the American Cancer Society, skin cancer is the most common cancer in the United States, affecting over one million Americans every year. While sunscreens are available, many pediatricians do not recommend them for infants under six months.

Protect-a-Bub USA™ is wholly owned and operated by mothers. Protect-a-Bub Sunshades are made from specially woven 50+ UPF-rated breathable fabrics, providing 98%+ protection from the sun's harmful rays. Protect-a-Bub Sunshades rate "Excellent", the highest rating category available in accordance with globally recognized standards (A/NZ4399: 1996) for sun protective clothing. Protect-a-Bub Sunshades are available to fit all canopied strollers and joggers. The products are sold in major retail outlets and specialty retail stores in the U.S. and Canada including Babycenter, buybuy Baby, Right Start and One Step Ahead and on the web at www.protectabub.com.

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**PROTECT-A-BUB UNVEILS VERSATILE SUN CAPE, CARRY ME SUN FREE, TO PROVIDE
BABY WITH ALL OVER SUN PROTECTION**

New York, NY— February 21, 2006 -- Sunshade industry leader Protect-a-Bub unveils **Carry Me Sun Free**, a versatile sun cape, the latest product in the company's expanding line of sun protection products for baby & toddler. The sun cape's clever design features a snap closure adjustable hat to shield babies in hard to protect positions and places. Whether used in a baby carrier, a stroller without a canopy, or for outings during a breezy day at the beach or sun filled day in the park, Carry Me Sun Free will offer the ultimate in sun protection for baby.

Carry Me Sun Free by Protect-a-Bub is breathable, lightweight and comfortable for both parent and baby and provides UPF 50+ sun protection.

Recent studies show that excessive exposure to the sun during childhood increases the risk of melanoma later in life; melanoma is the most deadly form of skin cancer. Babies younger than six months are considered especially vulnerable to the effects of the sun because their skin has less protective melanin.

Suitable for babies from birth to 12 months, **Carry Me Sun Free** is available in white with pink trim, white with blue trim or blue with red trim and is machine washable.

Recommended retail for the product is \$49.95.

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PAGE TWO/PROTECT-A-BUB CARRY ME SUN FREE

About Protect-a-Bub

The company was born from the need of two moms confronted by the same problem – how to protect their infants from the sun’s harmful rays. Australian native, Karen Clark-Dickson and New Yorker, Rachel Blakeman, both knew the hazards of childhood sun exposure, but could not find adequate protection for their babies. For Karen, the search began eight years ago and led her to invent Protect-a-Bub Sunshades. Rachel’s failure to locate sun protection products in the United States in February 2003, led her to Karen’s Australian website. Shortly thereafter, these two moms partnered to bring Protect-A-Bub Sunshades worldwide. Protect-a-Bub baby and toddler sun protection products include sunshades, and swimwear. The company also manufactures the Snuggle Bub, a 100% Australian lamb’s wool stroller insert, stroller and jogger rain covers and the Bunny Wrap, a swaddling blanket for baby.

The company leads the industry by providing new and better ways to protect babies from the sun’s harsh rays in everyday situations and educating parents on the importance of sun protection. In 2005, Protect-a-Bub was the recipient of *iParenting* media awards for its stroller sunshades, swimsuits and rain covers.

Protect-a-Bub sun protective products are made from specially woven UPF 50+ rated breathable fabrics, providing 98%-plus protection from the sun’s harmful rays. The sun protective products rate “Excellent”, the highest rating category available in accordance with globally recognized standards (A/NZ4399: 1996) for sun protective clothing. For more information on **Carry Me Sun Free** and other Protect-A-Bub products visit www.protectabub.com.

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**PROTECT-A-BUB CONTINUES LAMBSWOOL FASHION TREND WITH LAUNCH OF
STYLISH SNUGGLE BUB**

*100% Australian Lambswool Stroller Insert Provides Baby With the Ultimate in Comfort and
Protection from Cold Weather Elements*

New York, NY –March 9, 2005– In keeping with the fashionable lambswool trend spurred by Australian wool boots, Protect-A-Bub introduces the **Snuggle Bub**, a stylish stroller insert designed to keep baby warm and protected from cold weather elements.

Unlike Sherpa, a commonly used imitation wool, the **Snuggle Bub** is made from 100% genuine Australian lambswool. Lambswool provides a naturally breathable insulator which keeps baby warm without overheating and absorbs moisture in hot weather, leaving baby dry and comfortable. According to medical studies, lambswool also has a soothing, swaddling effect, resulting in better sleep, increased food intake and reduced stress for baby.

The **Snuggle Bub** easily fastens to a stroller, car seat, carriage or jogger by bringing harnesses and safety belts through its openings. The product, which fits all strollers. Car seats, carriages and joggers is designed with two rows of closures, adjustable to fit baby.

Available in two sizes, small (birth to 8 months) and large (birth to 4 years), the **Snuggle Bub** comes in two colors, Black or Navy, each with a waterproof peach skin fabric backing. The Protect-A-Bub **Snuggle Bub** is machine washable.

Recommended retail for the **Snuggle Bub** is \$68.00 for the small and \$80.00 for the large. Consumers can visit their local Buy Buy Baby or www.protectabub.com to purchase the **Snuggle Bub** online or to locate a nearby Protect-a-Bub retailer.

Protect-a-Bub is a leading manufacturer of adjustable baby and toddler sun protection products including sunshades, raincovers and swimwear. Protect-a-Bub is the largest selling protective sunshade in Australia and is fast becoming the preferred sunshade in the U.S.

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PAGE TWO/PROTECT-A-BUB INTRODUCES THE SNUGGLE BUB

Protect-a-Bub was born from the need of two moms confronted by the same problem – how to protect their infants from the sun’s harmful rays. Australian native, Karen Clark-Dickson and New Yorker, Rachel Blakeman, both knew the hazards of childhood sun exposure, but could not find adequate protection for their babies. For Karen, the search began eight years ago and led her to invent Protect-A-Bub Sunshades. Fast forward to February 2003 when Rachel’s failure to locate sun protection products in the United States, lead her to Karen’s Australian website. Shortly thereafter, these two moms partnered to bring Protect-A-Bub Sunshades worldwide.

Protect-a-Bub Sunshades are made from specially woven UPF 50+ rated breathable fabrics, providing 98%-plus protection from the sun’s harmful rays. The Sunshades rate “Excellent”, the highest rating category available in accordance with globally recognized standards (A/NZ4399: 1996) for sun protective clothing. All of Protect-a-Bub’s sunshades are recommended by The Cancer Council Australia. For more information on Protect-A-Bub visit www.protect-abub.com.

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