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PROTECT-A-BUB'S CAR SEAT SUNSHADE
PRESENTED WITH THE 2009 IPARENTING MEDIA AWARD
Sunshade Named Outstanding Gear Product of 2009

(Richmond, Virginia) August 2009 – Protect-a-Bub, the leader in sun and all weather protection products for strollers, joggers, car seats, and carriages is delighted to announce that the Car Seat Sunshade has been chosen by the valued iParenting Awards as an Outstanding Product of 2009.

The iParenting Awards, a Disney Interactive Media Group property, is part of the Disney Online Mom & Family Portfolio which includes DisneyFamily.com, FamilyFun.com, PregnancyToday.com, and BabiesToday.com. Protect-a-Bub's Car Seat Sunshade was submitted to iParenting in June 2009, where it was specifically matched to qualified reviewers within the iParenting database. The sunshade was thoroughly tested and assessed by a number of sources including industry experts, full time parents and childcare providers. The results of the varied tests which focused on quality, durability, age-appropriateness and play value, were then submitted to the iParenting Executive Committee for final determination on which gear items would be chosen as an Outstanding Product of 2009. Numerous reports and feedback concluded that the Car Seat Sunshade was the stand out product.

ABOUT IPARENTING:

iParenting Awards is the leading family products evaluation program that is committed to helping parents make informed decisions as they choose products for their families. The iParenting Awards' method for testing and evaluating products requires review by leading experts, parents and childcare providers, and

each product is evaluated on numerous attributes such as quality, durability, age-appropriateness and play value, among many others. The iParenting Awards product testing and evaluation practices ensure that the highest quality products offering the best value for families are recognized in the marketplace. To view iParenting Awards Top Product Picks, consumers can visit www.family.com/products. They can learn about all iParenting Award-winning products by visiting <http://iparentingmediaawards.com/winners>.

ABOUT PROTECT A BUB:

The newest addition to the Baby Jogger family of brands, Protect-a-Bub offers the most comprehensive line of UV-protective stroller, jogger, and car seat sunshades available. Using only the highest quality materials and construction, Protect-a-Bub's products are considered the gold standard in sun protection and give conscientious parents innovative ways to protect their "bubs" from the sun's ultraviolet rays. For more information on Protect-a-Bub products, please visit www.protect-a-bub.com.

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