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**PROTECT-A- BUB™ ACCEPTED BY
MELANOMA INTERNATIONAL FOUNDATION**

Company Receives Melanoma International Foundation Seal of Approval

(Richmond, Virginia) August 27, 2009 – Protect-a-Bub, the leader in sun and all weather protection products for strollers, joggers, car seats, and carriages has been awarded the Seal of Approval by the Melanoma International Foundation. In accordance with the mission of the Foundation, Protect-a-Bub has demonstrated to promote early detection and prevention of melanoma, a form of skin cancer.

As experts in sun protection for babies, Protect-a-Bub products have been tested and proven by the Melanoma International Foundation to aide in decreasing the risk of skin cancer when properly used along with recommended practices of seeking shade, avoiding the sun during high-risk hours of exposure, among other sun safe behaviors. Through the use of exceptional fabrics and high quality construction, Protect-a-Bub provides parents with the essential tools to protect their children from the rays of the sun and thus reducing the risk for developed melanoma later in their life.

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.

ABOUT MELANOMA INTERNATIONAL FOUNDATION:

Catherine Poole founded the Melanoma International Foundation, which became a 501 (c) (3) charity in 2003. Poole, herself a melanoma survivor, a health book author and patient advocate for 19 years, has the desire to provide the knowledge and reassurance she couldn't find when she was diagnosed. Her life is devoted to finding the most effective ways and means to stop the melanoma epidemic and save lives from this disease. The mission of the Melanoma International Foundation is to ease the burden and bring hope to the journey of melanoma through patient support, early detection education and advocacy. For more information on the Melanoma International Foundation please visit: www.melanomaintl.org.

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