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## **PROTECT-A-BUB™ LAUNCHES PROTECT-A-BUB.COM**

*Company's site will feature their new products for 2010*

**(Richmond, Virginia) November 19,** – Protect-a-Bub, the leader in sun and all weather protection products for strollers, joggers, and car seats will be launching their new website on November 19, 2009.

The website will further establish Protect-a-Bub as the go-to brand for innovative solutions to keeping your kids safe in the sun.

The site will feature comprehensive product line specifications, helpful information for new parents regarding how to protect their kids from the sun's harmful rays, and a blog that will provide company news, new product information, and the latest developments regarding sun protection and children.

### **PROTECT-A-BUB SUNSHADES:**

- **Classic Sunshade:** The largest canopy style UV protective sunshade on the market and winner of an iParenting Media Award, the Classic Sunshade is made out of a specially-woven polyester microfiber that is breathable and doesn't retain heat. The shade has mesh sides that reduce glare and promote air circulation. As is the case with all of Protect-a-Bub's sunshade products, this shade has been tested and rated UPF 50+ and blocks 99% of the sun's harmful UVA and UVB rays. The Classic Sunshade fits *all*

strollers, joggers, and car seats with a canopy and is available to for both single and twin strollers. (Colors available: black, navy, brown, stone).

- **Compact Sunshade:** 25% smaller than the Classic Sunshade, this sleek and more streamlined design is ideal for smaller strollers. The compact sunshade is made of the same specially woven polyester microfiber as the Classic and features mesh sides which reduce glare and promote air circulation. (Colors available: black, navy, brown, stone).
- **Deluxe 3-in-1 Sunshade:** Offering three coverage options for varying degrees of sun protection, this sunshade is one of the most versatile that Protect-a-Bub offers. Winner of the iParenting Media Award, this exceptional sunshade gives new parents 3 options; complete UV protection, complete coverage with mesh viewing window, and canopy-style coverage. The design is available to fit single and twin stroller frames. (Colors available: black, navy).
- **Back Seat Tandem Sunshade:** Specifically designed to fit the backseat of all Phil & Ted's strollers, this iParenting Media Award recipient shields your little backseat driver from the sun. The Back Seat Tandem Sunshade easily snaps to the stroller's frame and blocks over 99% of the sun's UVA and UVB rays. (Colors available: black, navy).
- **Car Seat Sunshade:** The Car Seat Sunshade is a must have accessory to protect your little one from the sun's harmful rays when you're on the road. Another iParenting Media Award winner, the Car Seat Sunshade fits all convertible/toddler and infant car seats. The sunshade offers adjustable side flaps to provide additional protection from the sun. (Colors available: black, navy).
- **Universal Rain Cover:** This lightweight rain cover protects your child from the rain, wind, snow, and dust. PVC-free and the winner of an iParenting Media Award, this rain cover fits all strollers and joggers with a canopy. With a no-fog window and air vents to ensure good air circulation, this cover is an essential year round stroller accessory. The Universal Rain Cover is easy to attach with ties and Velcro and includes a carry bag for storage. Available to fit single and twin stroller models. (Colors available: stone).

#### **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. The entire line is recommended by the Pediatricians at [pediatricPlanet.com](http://pediatricPlanet.com) and approved by the Melanoma International Foundation. For more information on Protect-a-Bub products, please visit [www.protect-a-bub.com](http://www.protect-a-bub.com).

*\*\*High-resolution images of the product line are available upon request. \*\**

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