

PRESS RELEASE

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New for Changing Babies

BabySmart USA Introduces a Sleek, Contoured Molded-Foam Changing Cushion

LAS VEGAS, Nev., Sept. 7, 2007 – Imagine cradling your baby in a cozy, contoured cushion that surrounds her with secure support during diaper changing. Well, BabySmart USA gives you exactly that with its revolutionary Cooshee™ Changer, featured in the New Product Showcase at the annual ABC Kids Expo here.

Holistically designed for health, safety and functionality, the Cooshee Changer is molded of high-density micro-cell foam. Sleek, yet warm to baby’s body, the surface is a seamless, easy-to-clean “skin” with no cracks or crevices where bacteria can hide. It wipes clean in an instant, using only a baby wipe, and there’s no messy cloth cover to launder.

Like BabySmart USA’s other Cooshee products, the Cooshee Changer is comfortable, yet sturdy and lightweight. Because it’s 100-percent waterproof, it can also be used for sponge-bathing newborns.

The Cooshee Changer meets the most recent ASTM standards for stationary and portable changing pads, which require changing pads to have continuous perimeter rims. Its sides are four inches high to discourage rolling.





“As with all of our innovative BabySmart USA products, I designed the Cooshee Changer with baby safety in mind,” said Diane Zissu, president and founder of BabySmart USA. “We recommend using the optional safety strap – however, for safety’s sake, we caution parents not to leave baby unattended in the Changer, even with the strap secured.”

About BabySmart USA

Founded 14 years ago by Zissu, a mother of three and formerly an interior space designer, BabySmart USA offers “smart” products that simplify life for parents and babies.

Zissu’s thoughtfully designed, best-selling products, all made of unique, carefully researched materials, have consistently garnered five-star ratings in customer reviews.

Cooshee quality was cited most recently in an August awards announcement by iParenting Media, which listed the Cooshee Booster Classic, Cooshee Booster Hybak, Cooshee TubGuards and the new Cooshee Changer among its “2007 Outstanding Products.” The Cooshee Booster and Cooshee TubGuards also have received The National Parenting Center’s Seal of Approval, and Cooshee Booster is a Parenting Magazine Mom-Tested!™ featured pick.

BabySmart USA products are available in specialty stores across North America, in Babies “R” Us stores, in such major catalogs as One Step Ahead and The Right Start, and online. In Australia, BabySmart USA products are marketed on www.UrbanBaby.com.au and in Goldbug’s “Smart-a-Bug” collection as “Boost-a-Bug,” “Bath-a-Bug” and “Change-a-Bug” (www.goldbug.com.au).

BabySmart USA is based in Bernardsville, New Jersey.

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