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**BROOKS POND INTRODUCES NEW BUGGY BLANKET
FOR THE 2007 WINTER SEASON**

New features, including an integrated hood and zippers that adjust the length, promise increased warmth and a superb fit on any stroller style.

Brookline, Mass., July, 2007 – Brooks Pond Inc., the maker of must-have outdoor accessories for infants and young children, is introducing a new Buggy Blanket for the Winter 2007 season that promises to increase warmth and provide a superb fit for today's popular strollers.



Brooks Pond improved its signature Buggy Blanket, the only year-round bunting on the market, by contouring the seat portion to provide a snug fit on strollers, including the Phil & Ted, BOB, and Mountain Buggy lines.

The innovative design allows parents to use the bottom portion of the Buggy Blanket separately as a stroller liner during the warmer months. As a stroller liner, the machine washable Buggy Blanket protects the stroller seat from dirty shoes, crumbs, and spilled drinks. The Blanket's harness openings give the design additional flexibility since they accommodate a variety of stroller configurations. The Buggy Blanket is the only bunting available that accommodates the stroller harness of the popular BOB stroller, which is favored by parents who run.

Brooks Pond improved the Buggy Blanket's trademark boot pouch by adding a YKK zipper that allows parents to fully enclose the bottom of the bag. This ensures that smaller children are kept protected from the elements while older children can have the option of keeping their feet unbound. The zipper is adjustable to continually provide a great fit as a child grows. Also new is an integrated hood that will help to keep out the cold winter air.

“We developed the new features by listening to our customers' needs,” said A. Mitra Morgan, founder and president of Brooks Pond, which is based in Brookline, Massachusetts. “While the Buggy Blanket has always been well- received, we are confident that these new features make it truly the best in its class.”

This year's Perennial Buggy Blanket still offers Thinsulate lining as well as an additional removable layer of insulation that fits inside the blanket like a duvet. Remove the lofty insulated liner, and the Perennial Buggy Blanket is ideal for cool fall or spring outings. Keep it inside, and kids are snug and warm for even the most frigid winter days.

For every stage and every season, the new Buggy Blanket continues Brooks Pond's tradition of offering unquestionable value for parents, keeping children cozy whether they're in their car seat or stroller, from the moment they're born until they stop needing a stroller.

Brooks Pond's award-winning Carrier Cover is similarly improved for this season. The Cover now fits a wider variety of soft front and back carriers, including the Ergo and Mei Tei style carriers, to meet parents' on-the-go needs. Fresh colors include a rich chocolate brown and a vibrant turquoise blue. The Carrier Cover retains the superior engineering and chic styling that helped it win the iParenting Media Award, one of the top awards in the industry.

About Brooks Pond

Brooks Pond produces elegantly engineered children's accessories that simplify the lives of modern parents. Founded in 2004, the Brookline, Massachusetts-based company has actively solicited and incorporated parental feedback in the development of each of its patent-pending designs. Praised for sleek styling and attention to detail, the rapidly growing company continues to expand its collection of innovative travel accessories. More information can be found at <http://www.brookspond.com>.

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