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**BROOKS POND'S CARRIER COVER REDESIGNED
TO FIT ERGO AND MEI TAI CARRIERS**

Award-winning Carrier Cover improved for use with a wider variety of soft baby carriers.

Brookline, Mass., July, 2007 – Brooks Pond Inc., the maker of must-have outdoor accessories for infants and young children, is introducing a redesigned Carrier Cover for the Winter 2007 season that fits a wider variety of soft front and back carriers, further enhancing its already award-winning design.



The Cover now fits Ergo and Mei Tai style carriers, in addition to Baby Bjorn and Infantino. The Carrier Cover also continues to provide a superb fit for strollers and car seats, meeting parents' on-the-go needs with its versatility, and offering them an undeniable value.

The Carrier Cover retains the superior engineering and chic styling that helped it win the iParenting Media Award in 2006 and named it an Honors Award winner in the 2007 National Parenting Publications Awards competition.

We developed the new features in response to overwhelming demand from our customers," said A. Mitra Morgan, founder and president of Brooks Pond, which is based in Brookline, Massachusetts. "While the Carrier Cover has always been well-received, we wanted to provide parents with a best-in-class product regardless of their choice in soft carriers."

The Carrier Cover easily slips over soft infant carriers like the Ergo and Baby Bjorn, and its length can be adjusted as an infant grows. The Cover also offers an integrated collar and hood, which seal out the cold, protecting baby from the elements without overburdening them with multiple layers. As a bonus, side slash pockets keep a parent's hands warm, and an interior zip pouch stores their wallet and keys.

"Families, who enjoy the outdoors no matter what the weather is like, will find the Carrier Cover invaluable for maintaining and enjoying an active lifestyle," said Morgan. "The nylon exterior, Thinsulate lining, and luxurious suede interior make the Cover cozy and warm, as well as wind- and water-repellant."

The Carrier Cover also can be sold with Brooks Pond's Buggy Blanket, which fits children from newborn through preschool. The company's 2007 collection is available in specialty retail and department stores, including Magic Beans in the Boston area and Lolli's in the New York area.

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 about the company can be found at <http://www.brookspond.com>.

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