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Contact: Christine Dunn  
Savoir Media Co.  
(617) 484-1660  
bpond@savoirmedia.com

**BROOKS POND WINS iPARENTING MEDIA AWARD  
FOR SECOND YEAR IN A ROW WITH ITS BUGGY BLANKET**

*The award, Brooks Pond's third in the past year, recognizes the Buggy Blanket as one of 2007's hot, must-have products for parents.*

**Brookline, Mass., August, 2007** – Brooks Pond Inc.'s signature Buggy Blanket won a 2007 iParenting Media Award, the second time the company has received one of the baby products industry's most recognized awards!



The Buggy Blanket is the only year-round bunting on the market, offering versatility and value for active families. Soft, insulated fabrics keep children warm in the coldest winter months, allowing moms and dads to stay active and share the outdoors with their kids. In warmer months, families can use the machine washable Buggy Blanket as a stroller liner, protecting the seat from dirty shoes, crumbs and spilled drinks.

This year, Brooks Pond improved the Blanket by contouring the seat portion to provide a snug fit on strollers, including the Phil & Ted, BOB, and Mountain Buggy lines. The Buggy Blanket, which also can be used on car seats, fits children from newborn to preschool age, making it a more economical alternative to other stroller blankets.

“We are thrilled that iParenting Media recognized Brooks Pond for the second year in a row, first with our unique Carrier Covers, and now for our Buggy Blanket,” said A. Mitra Morgan, founder and president of Brooks Pond, which is based in Brookline, Massachusetts. “We are confident that the Buggy Blanket is a best-in-class product that families with young children will find indispensable, and we appreciate iParenting’s recognition of our efforts.”

This year, the Buggy Blanket’s trademark boot pouch also has been improved to more 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 length can be adjusted to continually provide a great fit as a child grows. In addition, an integrated hood helps to keep out the cold winter air.

The Perennial Buggy Blanket still offers a high performing 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.

The Buggy Blanket was subjected to an intense examination before receiving the iParenting Media Award. Four identical samples were submitted and reviewed by an expert, a childcare setting and a family. Their evaluations were compiled by the iParenting Media Executive Committee for final approval.

The iParenting Media Award's thorough evaluation process helped it attain ISO 9001:2000 Certification from the International Organization for Standardization (ISO). ISO is the world's largest developer of standardization regulations, and ISO 9001:2000 is an internationally recognized standard of quality assurance that only a fraction of companies achieve.

Brooks Pond's Carrier Cover has received two awards for its chic design and innovative features, including the 2006 iParenting Media Award and the 2007 National Parenting Publications Awards competition, the most distinguished parenting resources award in the U.S.

More information about Brooks Pond and its award-winning products can be found on the company's Web site, <http://www.brookspond.com>. The Buggy Blanket's Carrier Cover's winning submission can be seen at: <http://iparentingmediaawards.com/winners/16/1178-9-181.php>

### **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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