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BROOKS POND'S CARRIER COVER WINS 2007 NAPPA HONORS AWARD

Carrier Cover again recognized as one of the hot, must-have products for parents.

Brookline, Mass., June 2007 – Brooks Pond Inc.'s Carrier Cover was named an Honors Award winner in the 2007 National Parenting Publications Awards competition, the most distinguished parenting resources award in the U.S.!



The Honors Award is the second award granted to Brooks Pond's Carrier Cover in the last year. The Cover, which fits soft infant carriers, strollers and car seats, in 2006 received an iParenting Media Award, also for its chic design, innovation, and irresistible value.

“We are very pleased to receive this prestigious award from NAPPA, which reinforces our belief that the Carrier Cover is a must-have product for every parent today,” said A. Mitra Morgan, founder and president of Brooks Pond, which is based in Brookline, Massachusetts. “Active families, who enjoy the outdoors no matter what the weather is like outside, will find this product indispensable.”

The Carrier Cover slips over soft infant carriers like the 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.

A signature product in the Brooks Pond collection, the Carrier Cover was subjected to an intense examination before receiving the NAPPA award. Winners were evaluated by NAPPA's staff of veteran parenting editors, family testers and specialty judges.

“NAPPA-winning products meet the most stringent criteria and are judged by nationally recognized industry experts, educators and advocates in their fields,” said Barbara Smith Decker, a spokeswoman for NAPPA.

The NAPPA Parenting Resources Competition is a companion to the NAPPA Children's Products program, which has been highlighting the best in children's toys, books, music, DVDs, software/video games/websites and storytelling/spoken-word recordings for 17 years.

The NAPPA program has been recognized for its service to parents, winning the Parenting Publication of America's Gold Award for its Children's Products coverage. NAPPA is a program of Dominion Parenting Media and its winners are featured in more than 30 regional parenting magazines nationwide and on Parenthood.com.

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 buybuyBABY and Lolli's in New York.

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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