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FOR MEDIA USE

BOON IS SHOWING OFF (AGAIN)

Phoenix, Ariz. (August 8, 2011) — Boon Inc., a leading innovator, designer and manufacturer of infant and baby products, is pleased to announce the launch of several new products at the 2011 ABC Kids Expo.

- **Bubbles:** A set of 10 bubble bath toys that don't pop like real bubbles! With small suction cups attached to each one, Bubbles are perfect for stacking, linking and building fun shapes and structures. Attach them to the bath wall, to each other and even to your child.
- **Cargo and Trunk:** These snack boxes are perfect for travel and come in two fun animal shapes, snail (Cargo) and elephant (Trunk). Compartments inside keep food divided and the lid's air-tight seal keeps it fresh.
- **Caterpillar, Owl and Penguin Snack Stacks:** These snack containers are great for travel. They keep snacks separate with interlocking containers and accommodate larger snacks with tall lids. Penguin and Owl include a spill guard dispenser that allows child to feed themselves without spilling; Caterpillar features snap-shut sliding doors for quick dispensing.
- **Catch Plate:** This toddler plate is made especially for first-time eaters. It keeps things neat by funneling runaway food back onto the plate with a flexible food catcher that bends when bumped. A suction cup base that keeps the plate securely in place completes the package.
- **Naked:** A collapsible baby bathtub that provides two support positions for newborns to toddlers with a rotating support bar for quick positioning. The recline position cradles infants and keeps their heads above water while the full-expanded position accommodates babies in lying or sitting positions. A slim profile and pivoting hook make storing easy.
- **Nanner:** A hand-held banana slicer that has a one-handed design, making it easy to slice bananas directly over a bowl or plate with safe stainless steel blades.
- **Pluck:** This strawberry stem remover features a stainless-steel "claw" that inserts into the strawberry and removes leaves and stems, while leaving as much fruit as possible.
- **Pouch Rack:** This baby food pouch rack keeps up to a dozen pouches organized and easily accessible, along with a convenient side rack for holding two Plum Dispensing Spoons.
- **Slicer:** A hand-held fruit and vegetable slicer that is perfect for strawberries and grapes. It features stainless steel blades and an easy-to-use one-handed design.
- **Stem and Twig:** Drying accessories that allow small bottle and sippy cup parts to hang above Lawn and Grass, freeing up space for frying larger items.

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- Switch: These stackable food containers work as a top or bottom, bowl or plate, and snap seal to keep food fresh. They come as a three color set.
- Turf: A forward-facing bookshelf made of durable powder coated steel that features a fun, grass blade shape. It stores and organizes books so kids can easily pick their favorites.
- Whale Pod: This whale-shaped bath toy scoop makes bath time clean-up fun and easy, and stores and organizes bath accessories. Includes a built-in shelf that reduces mold and mildew.

Each of these Boon products are BPA, PVC and phthalate free.

These products will be available for preview at the 2011 ABC Kids Expo. For more information on Boon's products and where to purchase them, visit booninc.com.

ABOUT BOON

Our thing is problem solving and ingenuity, and simple yet effective design is our passion. Boon is a leading innovator, designer and manufacturer of infant and baby products. We are driven by a strong desire to create modern products that help simplify parent's lives while retaining their personal style. Find more information at booninc.com.

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