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FOR IMMEDIATE RELEASE

### SHOW OFF YOUR CRIB WITH BOON'S NEW DÉCOR ITEMS

Phoenix, Ariz. (August 31, 2011) Boon Inc., a leading innovator, designer and manufacturer of infant and baby products, is psyched to announce several new décor options for your home and nursery that are as unique as every baby. Sleek and functional, Boon's décor is always artsy, not fartsy.

- **GLO:** Kids will beg you to turn off the lights because that's when Glo really shines. This color-changing nightlight lets kids pick their favorite color or cycles through them all. Glo has removable, phosphorescent balls that act as portable nightlights and won't get warm or break. You can even tuck them into bed with your child. The glow fades to dark after 30 minutes, helping them fall asleep. Bonus: 95 percent effective at keeping monsters away all night long. The Glo balls are BpA-, PVC- and phthalate-free. Glo retails for \$84.99.
- **STELLAR:** Houston, we have a problem with counting sheep. Modern space rangers need something a bit more intergalactic and fun, so Boon designed this glowing space mobile to help them fall asleep under a galaxy far, far away (soothing Wookiee sounds not included). Stellar retails for \$36.99.
- **FLI:** This dragonfly mobile is fascinating, enchanting and graceful – anything but clunky. Change them up with glowing, articulating wings you can pose like action figures. Attach them to the ceiling and watch them take flight. Fli comes in a two color set: watermelon + coconut or blue raspberry + coconut, and retails for \$36.99.
- **PEEP:** There's a reason why bird watching is so popular: It's really relaxing. This flock of lovebirds cascades over your baby's crib, lulling them to sleep like a bird in its nest. Peep comes in two color options: coconut or multi-colored, and retails for \$36.99.

Each of these Boon products are available for purchase at [booninc.com](http://booninc.com) and major national and online retailers.

#### 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. For more information, visit [booninc.com](http://booninc.com).

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