

FOR IMMEDIATE RELEASE

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Baby Aspen Launches New Baby Gifts

Atlanta, GA August 30, 2010 -- Baby Aspen, a premier designer and manufacturer of boutique-quality baby gifts, announces additions to its collection with inspiration from the sea, a safari, and friendly “critters.” Each gift is surrounded by Baby Aspen’s incomparable packaging, designed to enchant parents and baby. The collection is largely personalizable and affordably priced, starting at \$10.00 (USD) retail and can be found both online and in baby boutiques worldwide.

Mix sweetness and style with a dash of adorable and *voila* – “Baby Chef”—the newest addition to Baby Aspen’s wildly popular “Big Dreamzzz”™ collection. Complete with a toque-style cap, Baby Chef is sure to be a top seller along with “Baby MD,” “Baby Ballerina,” “Baby Camo” and “Baby Baseball.”

“Mr. and Mrs. Sock-T-Pus” provide oceans of fun, and are two gifts in one! Available in pink or blue, the cuddly oceanic companions deliver four pairs of brightly-colored, slip-proof socks for baby, while a plush, rattle-filled Sock-T-Pus, with crinkly tentacles, provides hours of engaging snuggle-fun.

Available just in time for cool weather, when cuteness *and* coziness count the most, Baby Aspen introduces two whimsical snuggle sacks. “Snug as a Bug,” a cuddly pink ladybug-inspired design, and “My Little Night Owl,” a *hoot* of a soft, owl-inspired ensemble, are velvety-soft and include warm, matching caps. The sacks feature convenient snaps at the shoulders with a zippered bottom for quick changes and envelop baby in soft 100% cotton inside.

“Caterpillar Crawlers” creeps right into a new mom’s heart bearing four pairs of colorful, 100% cotton baby socks cleverly disguised as a caterpillar, complete with a perky pair of antennae peeking out the top of the box. And when one pair of bloomers just won’t do—how about a “Bunch of Bloomers” from Baby Aspen? Three softly-colored bloomers, in solid, polka dots and stripes, each features a “bloom” fabric flower on the bum. The three “blooms” burst up through the top of the planter-inspired packaging for a delightful gift presentation.

“Lollipop Loungewear,”™ is tastefully fashionable when worn, but looks good enough to eat in its lollipop-on-a-stick presentation. Featuring a multi-hued polka dot t-shirt, coordinating striped pants, and a swirling hat to top off the gift set, the ensemble is made of soft, 100% cotton.

“Ekko the Elephant” and “Jakka the Giraffe” lead a wee caravan into the new “Little Expeditions” collection. Two, distinct, oh-so soft lovies with sumptuous satin linings and borders, Ekko and Jakka are cleverly detailed with a crinkle leaf to engage baby’s curiosity, and come ready for gifting in a safari-themed box with corrugated roof top.

(more)

“Crabby Baby?” Not so much when the new precious one enjoys the bright red, white and blue shore-inspired meal-time set from Baby Aspen complete with crab shaped plate. And also from “the deep,” “Let the Fin Begin” Shark Robe features a hood with “teeth,” and adorable shark tail detail, ready to snuggle baby in soft, 100% cotton terry.

Rounding out the new additions to the 2010 Baby Aspen collection are the “Sweet Tee” Three Piece Golf Layette Set in Golf Cart Packaging (the perfect gift for golf-obsessed new parents), and “Precious Cargo” Four Piece Embroidered Layette Set with the word “Caboose” whimsically embroidered on the back of the diaper cover. The layette is tucked inside a colorful three-piece keepsake train gift box.

For more information about the 2010 Baby Aspen gift collection or to become a Baby Aspen retailer, visit www.babyaspen.com or call 1.800.659.0471. High resolution photography is available for both print and web. Please contact lreed@theaspenbrands.com.

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ABOUT BABY ASPEN

At Baby Aspen, the talented design team imagines, creates and manufactures unique baby gifts in stunning, presentation-ready packaging to delight gift seekers, mom and baby. The company’s boutique-quality baby gifts, most ready for personalization, are safety tested to keep little “end users” protected and secure. The value-priced Baby Aspen line features endearing plush gifts, cozy blankets, playful layettes and more—all inspired by the desire to create, not just baby gifts, but keepsakes.

Baby Aspen is a division of The Aspen Brands Company, which also includes Kate Aspen—unforgettable wedding, bridal shower and baby shower favors. Visit babyaspen.com and kateaspen.com.