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Media Contact: Donna Laurent
Director of Brand Development
BabyAspen.com
678-282-0053 ext. 745
dlaurent@thesaspenbrands.com



**Baby Aspen Flies the 2011 ABC Show Skies
With Socks, Sacks and “Big Dreamzzz” On Board
Booth # 4030**

Atlanta, GA August 10, 2011— Baby Aspen, a premier designer and manufacturer of boutique-style baby gifts, is scheduled to land at the ABC show (booth 4030) with precious cargo, including “Big Dreamzzz” Baby Pilot, both expanding the popular sleep-set collection and getting Baby Aspen to the show adorably and on time.

To get off on the right foot (and the left one), Baby Aspen is introducing three new gift sets featuring baby socks. Keeping ten tiny toes warm and cool at the same time is “Sweet Feet” Three Scoops of Socks, a gift set presented as an ice cream cone.

Adventurous babies can explore new territory in adorable animal-print “Sock Safari”, and those same ten tiny toes will celebrate the holidays this year with “The 12 Days of Christmas” Holiday Baby Socks Gift Set.

Baby Aspen goes back to the sack by adding “sLEAPy BABY” to its stylish collection of snuggle sacks. The “sLEAPy BABY” frog-inspired snuggle sack joins a monkey, an owl and a ladybug in keeping newborns comfy, cozy and safe while they sleep.

Because their blue “Let the Fin Begin” Hooded Terry Shark Robe tested the waters and things went swimmingly, the company has added a pink terrycloth shark robe to the

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collection, which grew even bigger with the creation of the “Hug-alot-amus” Hooded Terry Hippo Robe.

Also new for autumn are Baby Aspen’s “Feathering the Nest” Four-Piece Cable-Knit Layette Set, and the gift-packaging redesign of their beloved bath-time gift sets. The smiling faces of Dilly the Duck, Tilly the Turtle and Finley the Frog have fresh, fun looks, maintaining the company’s incomparable standard for quality baby gifts and imaginative gift presentations. The gift sets include terrycloth hooded towel, washcloth and pair of slippers.

For more information about the 2011 Baby Aspen gift collection and point-of-purchase displays or to become a Baby Aspen retailer, visit www.babyaspen.com or call 1.800.659.0471.

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