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Media Contact:

Kate Clark

Britax Child Safety, Inc.

| BabyCarrierPR@britax.com

704-409-2269

**MADE FOR BABY AND DESIGNED FOR YOU: THE NEW BRITAX® BABY CARRIER
TAKES COMFORT TO THE NEXT LEVEL**

BRITAX BABY CARRIER with [CarryLong™ System](#) addresses back and shoulder strain associated with extended babywearing in the most popular carrying positions

CHARLOTTE, N.C. — BRITAX, the leader in child safety, is pleased to announce their entry into a new product category by introducing a soft-structured baby carrier that offers optimal comfort for both parent and child. The new [BRITAX BABY CARRIER](#) line features the [CarryLong System](#), which reduces the risk of back and shoulder strain during extended wear by distributing weight across the shoulders, back and hips.

Through extensive research, BRITAX learned that parent or caregiver comfort was one of the top five concerns for parents when choosing a baby carrier. “We discovered a recurring theme of back and shoulder strain when users wore the leading baby carriers for extended periods of time,” said Claudia Prager, product manager for BRITAX. “As a mother of two young children, I experienced the same issues with my carrier and was determined to find a

solution so more parents could carry their infants and young toddlers longer and more comfortably.”

Research also indicated that 86% of parents prefer the front carry position with the option of facing inward or outward. BRITAX answered with an ergonomically engineered carrier that accommodates infants through toddlers from 8 pounds (3.5 kilograms) up to 32 pounds (14.5 kilograms) in these most popular carrying positions.

In addition to comfort and versatility, the [BRITAX BABY CARRIER](#) was designed for effortless daily use. The over-the-head design makes it easy to get the carrier on and off, one-handed buckles and snaps simplify getting your child in and out of the carrier, and both the harness and waist belt straps have been constructed for easy adjustment.

Coming from the leader in child safety, the BRITAX BABY CARRIER has been engineered to keep baby safe, as well. Adjustable head support provides head and neck stability for younger infants and leg loops create a snug fit for smaller babies. A secure harness and pouch design ensures that baby will stay securely within the carrier.

The BRITAX BABY CARRIER line comes in two gender-neutral fashions (black and navy), and the [BABY CARRIER ORGANIC](#) is available in tan. The carrier includes a removable [infant insert](#) that positions smaller babies naturally, as well as a plush (100% cotton), machine washable bib. Additional accessories, sold separately, include a [SEAT EXTENDER INSERT](#) (Black & Navy CDN \$29.99; Organic Tan CDN \$31.99) enhancing longer-wearing

comfort through balanced weight distribution when used facing inward, as well as a set of [BABY CARRIER BIBS](#) (CDN \$24.99) for maximum coverage and protection of the carrier.

Available in early Summer, 2011, the BRITAX BABY CARRIER exceeds all American Society for Testing and Materials (ASTM F2236-09a) and Consumer Product Safety Improvement Act of 2008 (CPSIA) requirements and is certified by the Juvenile Products Manufacturers Association (JPMA). The suggested retail price for the BRITAX BABY CARRIER is \$149.99 and \$159.99 for the BRITAX BABY CARRIER ORGANIC. For more information about BRITAX, visit www.britax.ca, or find BRITAX on [Twitter](#), [Facebook](#) or [YouTube](#).

About Britax Child Safety Inc.

BRITAX manufactures and markets lines of premium car seats, strollers and accessories. Since its founding in Britain in 1939, the company has become one of the world's most trusted juvenile products brands, known for its commitment to thoughtful engineering and top-quality, intuitive design.

Among the world's largest manufacturers of car seats, the company offers more than 8 car seat models in the U.S. and Canada — forward-facing, rear-facing and convertible. The seats are designed to keep a child rear facing and in a five-point harness longer, and can accommodate a child from “birth to belt” (i.e., 4 pounds to 120 pounds). The company's car seats consistently lead the industry in energy-management technologies that go well beyond the safety requirements of government agencies, offering superior 360-degree protection. The company's innovations include BRITAX SafeCell Technology™, True Side Impact Protection® and Side Impact Cushion™ Technology.

Built for comfortable extended wear, the BRITAX BABY CARRIER line is made for baby and designed for parent. The carrier introduces the CarryLong™ System, which reduces the risk of back and shoulder strain during extended wear by distributing weight across the shoulders, back and hips. BRITAX also addresses the limited weight capacity ranges associated with leading soft-structured baby carriers by accommodating infants through toddlers from 8 pounds (3.5 kilograms) up to 32 pounds (14.5 kilograms).

The BRITAX stroller line is constantly evolving to meet the modern family's lifestyle needs. The line offers versatility; a lifespan beyond one child; lightweight solutions for easy travel; and smooth maneuverability. With thoughtfully designed details inspired by a mom's daily interactions with her child, parents can rest assured that their children are safe and comfortable in BRITAX strollers.

BRITAX USA is located in Charlotte, N.C., and employs more than 200 people. For more information, visit www.britaxusa.com.

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