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CONTACT:
Tracie Gildea
President
Sozo USA

(860) 673-0396
tgildea@sozousa.com

NEW ACCESSORY LINE PROTECTS PARENTS FROM EVERYTHING BABIES CAN DISH OUT

Featuring the unique patented Weeblock shield, a sponge-like cup that keeps parents dry when changing a baby boy.

FARMINGTON, CT February 20, 2004 — Sozo, an e-commerce company recently launched in November, 2003, has introduced a line of 'Parent Protectors™' that keep adults clean and dry from baby messes. The accessory line, which includes bibs, burp cloths and Weeblock, a patented sponge-like covering that you place between a baby boy's legs at changing time, complements the company's nursery and kids' furnishings.

Say No No to Wee Wee

A baby boy loves to take direct aim when being changed. But now there's Weeblock protection, a cup-like covering that you place between his legs at changing time ($8). Underneath the super-soft two-ply cotton jersey covering lies the secret weapon—a wee-wee absorbing sponge. Bright color combinations with embroidered icons give this utilitarian product a healthy dose of fun. And yes, the whole thing's machine washable. The Sozo-patented design will make the perfect baby shower gift if a boy is expected.

(more)

Colorful Bibs & Burp Cloths

Stop baby slobber on contact with Sozo's 100% cotton bibs ($10). The double-layer jersey knit fabric is as soft as your favorite t-shirt, but absorbent enough to soak up every drip. The vibrant color combinations with contrasting embroidered graphics are flashes of fun. Other creature comforts include a roomy surface area, padded trim and a Velcro closure for one-size-fits-all adjustability.

Keep laps and shoulders clean from inevitable "surprises" with Sozo's 100% cotton jersey burp cloths ($10). Generously-sized at 14 _ x 19 _", these soft and absorbent, double-layered body defenders offer full coverage. The perfect complement to Sozo's vibrant-colored bibs, they have matching embroidered graphics.

Sozo products are available at select specialty retailers and via the company's e-commerce site: sozousa.com.

Press Note: For a product preview, log onto http://www.sozousa.com. Feel free to download images from the site, or request photography samples by calling Tracie Gildea at (860) 673-0396; tgildea@sozousa.com.

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