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SOZO EXPANDING ITS STYLISH AND SOPHISTICATED CHILDRENS' DÉCOR OFFERING WITH NEW ROOM THEMES AND ACCESSORIES

FARMINGTON, CT July 1, 2004 — Sozo™, known for offering sophisticated alternatives to traditional nursery and kids' furnishings, will introduce four new whimsical room themes, a line of richly-fabricated lamp shades and sheets that coordinate with multiple Sozo themes.

"We're building on the success of the line we introduced last fall," says Tracie Gildea, president of Sozo USA. "I started the company because I felt the baby and kids' furnishings market lacked variety and creativity. From the overwhelming response we've received from consumers across the country, it seems we were right on target."

Here's a sampling of what consumers are saying about Sozo:

- "I think your designs are totally unique and refreshing in a world of nursery knockoffs."
- "I like the designs...I think they are fresh, contemporary, unique options for today's babies!"
- "The product lines are adorable."
- "Very unique for the hip, modern parent."

In the world of Sozo, pastels and predictability are passé, while cultural influences, sophisticated color schemes and rich embroidery and appliquéd detail take center stage. In creating a warm and luxurious atmosphere for the nursery, Sozo utilizes plush cottons, faux suede, silk and linen. Details include high-quality stitching and a

variety of trim fabrics, richly varied embroidery and appliqués. All items are machine washable.

New Room Themes, Lamp Shades, Sheets

The four new room themes include pillows (\$40), quilts (\$150), sheets (\$30), crib skirts (\$60) and slip-covered bumpers (\$150), valances (\$30), lamp shades (\$40) and night-lights (\$20): All prices listed are suggested retail.

Field of Dreams—Adorable curlicue sheep adorn an undulating meadow, soothing baby to dreamland.

Flight of Fancy—A brilliant butterfly and caterpillar accent a floral fantasyland.

Frog on the Fly—Lazing on his lily pad, a friendly frog eyes the bugs buzzing around him.

Pandamonium—A pop art panda bear boldly realized in fashion-forward turquoise and brown.

The new lamp shades feature the same high-quality fabrics and detailing found on all Sozo products, and are designed to match the room themes. Consumers can fit the shades on to most standard lamp bases, eliminating the need to replace fixtures. Sheets are fashioned of 200 thread count cotton and come in popular colors that coordinate with multiple Sozo room themes.

Sozo is a Farmington, Connecticut-based company offering kids/baby furnishings, clothing and accessories. Sozo products are available on the company's e-commerce site: sozousa.com, and at select specialty retailers (see site for locator).

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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