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FUN GRAPHICS HIGHLIGHT EXPANDED PRODUCT LINE THAT PROTECTS PARENTS FROM EVERYTHING BABIES CAN DISH OUT

Includes costume-inspired bibs and burp cloths and new Weeblock™ shield styles

FARMINGTON, CT July 1, 2004 — Sozo™, the company that delivers a whole new world of kid stuff with style, has expanded its line of 'Parent Protectors™', that keep adults and babies clean and dry from baby messes. New products being introduced in September include flower-themed bibs and burp cloths for girls, costume-inspired bibs and burp cloths for boys, and more styles of Weeblock, the patented sponge-like covering that you place between a baby boy's legs at changing time.

Fun & Functional Bibs and Burp Cloths

For girls, scalloped petals frame baby's neck in colorful bibs that resemble flowers (Petunia, Morning Glory) with graphically-coordinated burp cloths. For boys there are three new bibs with matching burp cloths—Super hero Wee-Wee Man bib is paired with a burp cloth cape; Dapper Dan resembles a tuxedo with a matching top hat burp cloth; and Captain Blast Off features retro space age imagery with matching rocket ship burp cloth.

Sozo's 100% cotton bibs (\$10) are made with a double-layer jersey knit fabric that's 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. The 100% double-layered cotton jersey burp cloths (\$10)

are generously-sized at 14 _ x 19 _". All bibs and burp cloths are sold separately or can be purchased as sets in a Sozo-designed organza gift bag (\$23).

Say No No to Wee Wee with New Styles

A baby boy loves to take direct aim when being changed. But now there's Weeblock (\$10) protection. In addition to the current models, three new styles coordinate with the Wee-Wee Man, Dapper Dan and Captain Blast Off bib and burp cloth themes. Matching costume sets (Weeblock, bib and burp cloth) are available as gift sets (\$33).

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.

Weeblock was recently shown on **The Today Show's** "Must Have Baby Shower Gifts" segment, and has been featured in a variety of print media. Consumers from across the country also have written the company to express their enthusiasm about Weeblock. Here's a sampling of responses:

- "I bought two, theoretically one for myself and one for the next friend who has a little boy. On the other hand, if I like the Weeblock, I can see keeping both for myself!"
- "Very cute, unique, different."
- "Joanne absolutely loves the idea of the Weeblock and said she wishes she invented it!"

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). All prices listed are suggested retail.

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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