



# FACT SHEET



## COMPANY PROFILE

Based in Woonsocket, Rhode Island, the Company is a designer, marketer and distributor of branded durable juvenile health, safety and wellness products (for ages 0-3 years), which are sold principally to large U.S. retailers. The Company currently sells proprietary products in a number of different categories, including nursery audio/video monitors, safety gates, durable bath products, bed rails, infant thermometers and related nursery, health and safety products, booster and potty seats, soft goods, bouncers, travel accessories, highchairs and swings.

## INVESTMENT HIGHLIGHTS

- **One of the only public company pure-plays in the juvenile products sector**
  - Ø Attractive, growing market with limited exposure to economic downturns
- **Rapid organic sales & EBITDA growth**
  - Ø 4-year historical revenue and EBITDA CAGR of 60% and 97%, respectively<sup>(1)</sup>
  - Ø 2008 organic sales grew 41% over the prior year despite soft retail environment
- **Product innovation & quality differentiates offering**
- **High quality mass merchant customer base supports growth**
- **Proven management team with excellent track record**
- **Substantial acquisition opportunities in a highly -fragmented market**

Ticker  
NASDAQ:SUMR

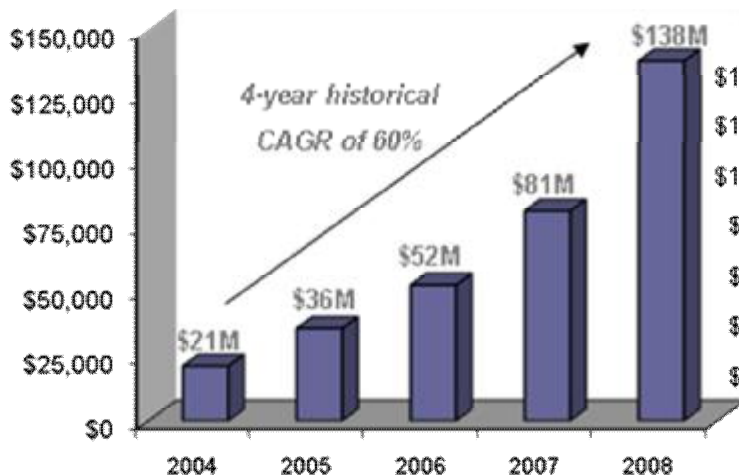
Founded  
2001

Recent Common Stock Price  
(As of 5/21/09)  
\$2.24

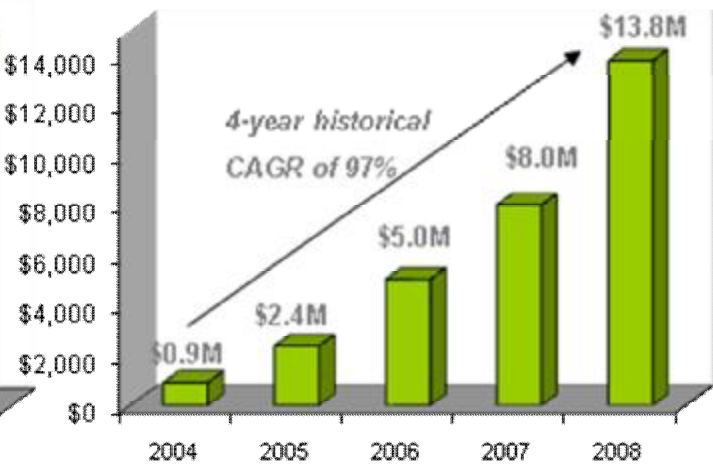
52-Week Range  
\$1.05-\$4.82

Market Capitalization  
\$34.5 million

PRO FORMA REVENUES <sup>(1)</sup>  
(\$ in 000s)



PRO FORMA EBITDA <sup>(1) (2)</sup>  
(\$ in 000s)



<sup>(1)</sup>2008 pro forma results assume that both the Basic Comfort and Kiddopotamus transactions occurred on January 1, 2008. 2008 proforma results include \$5.9 million and \$1.0 million of revenue and EBITDA in 1Q08, respectively, from the acquisitions of Basic Comfort and Kiddopotamus.

<sup>(2)</sup>EBITDA excludes litigation and deal-related expenses.

Senior	Title	Background
Jason Macari	Chairman, CEO and President	Founder; 20 years experience: Safety 1st, CR Bard, & Hasbro
Steve Gibree	EVP Product Development	20 years experience: Little Kids, Safety 1st, Hasbro
Joseph Driscoll	Chief Financial Officer	20 years experience: Safety 1st (CFO), Staples, KPMG Peat Marwick

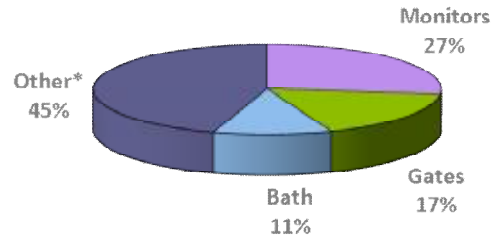


**INDUSTRY DYNAMICS**

- Industry is estimated to be \$12 billion worldwide
- Favorable industry dynamics support growth:
  - Ø Baseline demand-annual births (4mm/yr in US)
  - Ø Sales per child increasing due to:
    - § Greater disposable income from having children later in life
    - § Consumer focus on quality, safety, innovation and style
    - § "Grandparent effect", second homes, mobile lifestyles
  - Ø Strong retailer commitment to expand shelf space
- Limited exposure to economic downturns
  - Ø Infant health and wellness products are a spending priority for consumers and somewhat non-discretionary
  - Ø One of the last categories consumers cut back

**PRODUCT MIX**

- Summer currently holds strong/dominant share in higher-end of monitor, gate and bath categories in mass merchant channel
- Mix expected to further diversify in the future through new product innovations (15-20/year) in existing and new juvenile product categories



Based on sales for the full year ended December 31, 2008  
 \*Other includes bed rails, bouncers, soft goods, baby gear, nursery items, medical/infant health, and other categories

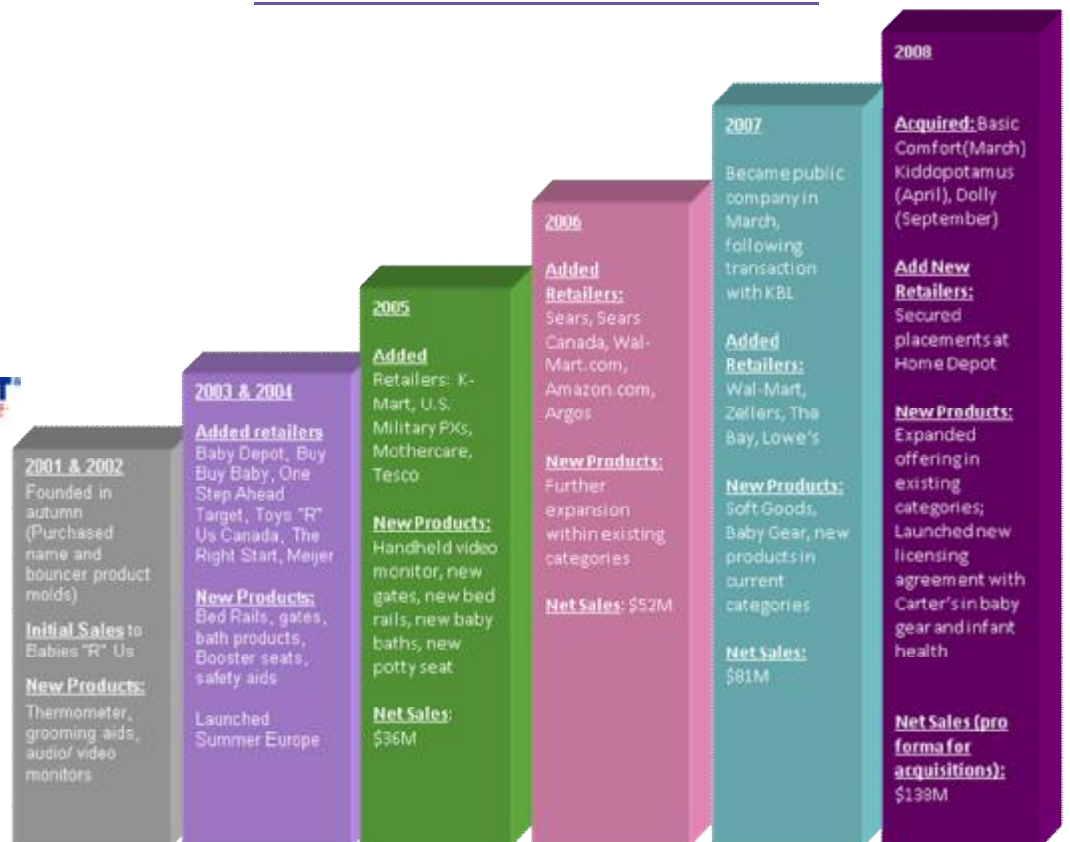
**COMPANY HISTORY & SALES PERFORMANCE**

**RETAIL CUSTOMERS**

**North America**



**Europe**



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*This fact sheet is summary in nature. Readers are urged to read the Company's Exchange Act reports and other filings made with the Securities and Exchange Commission for a discussion of risks and other important information regarding the Company.*