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TOP SAFETY MARKS FOR COZYWEDGE™

Analysis by Leading Independent Expert Shows CozyWedge™ Design Is Safer For Babies Than Traditional Crib Bumpers

WASHINGTON, DC – January 13, 2009–Inspired Ideas™, creator of innovative parenting products, is pleased to announce the exceptional performance of CozyWedge™ in a thorough safety analysis conducted by a leading children’s product safety expert. CozyWedge™ was introduced last year as a safer alternative to traditional crib bumpers. Many major safety organizations, including the American Academy of Pediatrics and First Candle (SIDS Alliance), have recommended against using traditional crib bumpers in response to growing evidence that padded crib bumpers increase the risk of infant death by SIDS, suffocation or strangulation.

But CozyWedge™ “presents an excellent design for the prevention of crib deaths,” according to the report. The main conclusion of the report is that CozyWedge’s firm inserts and snug-fitting slipcovers prevent a dangerous buildup of exhaled carbon dioxide around a baby’s face. “This non-permeable, light weight foam makes it virtually impossible for re-breathed air to become trapped within its confines. The importance of this can’t be over stated,” the report says.

The analysis of CozyWedge™ was performed by Robert Hundemer, who until last year was one of the U.S. Government’s top experts on the safety of products for children and babies. He spent more than 25 years in the Consumer Products Safety Commission’s engineering lab analyzing products such as toys, cribs, car seats, bath seats, strollers, portable bed rails, baby walkers and others. He has provided expert opinions to the U.S. Congress, as well as private organizations

such as Consumer's Union and Public Citizen. He has been intimately involved in the development of voluntary safety standards developed by ASTM for manufacturers and retailers.

Experts agree that the safest sleep environment for a baby is a crib is with no soft padding, pillows, stuffed animals or loose blankets. Parents in Australia and Europe rarely use bumpers because of safety concerns. Yet in the United States, many parents continue to use padded crib bumpers, typically stuffed with soft fiberfill, to keep baby's arms and legs from getting caught between the crib slats and to prevent bumps and bruises. Bumpers also are viewed as a central part of nursery décor, with most crib bedding sold in sets that include a soft, padded bumper. But the cuteness of these widely-used accessories belies their safety record.

A groundbreaking study published in Sept. 2007 in the *Journal of Pediatrics* found numerous inherent safety problems with traditional soft bumpers. Using state and federal data gathered by the CPSC, the study's authors also found more than two dozen infant deaths directly attributable to the use of such crib bumpers. The researchers further suggested that such cases are likely under-reported because of a lack of consistency in death scene reports and autopsies.

Hundemer's analysis of CozyWedge™ notes multiple safety improvements over traditional bumpers, including its minimal size and light weight to reduce suffocation risks and ties that are short enough to virtually eliminate strangulation hazards. The lower profile means better visibility into the crib and "allows free circulation of air in and round the crib nearly all the way down to the mattress top," the report says. At the same time, CozyWedge's unique, patent-pending design effectively keeps baby's arms and legs from getting stuck between the crib slats and provides a safe, comfortable barrier to prevent bumps and sleeping discomfort, it says.

"We always knew CozyWedge was a safer choice, but we are gratified to get such high marks from this distinguished expert," said Inspired Ideas founder Margaret Pressler. "Parents in this country have been slow to respond to the warnings about crib bumpers, but this study will help parents understand that they can still get the 'finished' look they want in the crib, while offering a clearly safer environment to their baby."

About CozyWedge™: Made in the USA, Each CozyWedge™ bumper is comprised of wedges of highly resilient sealed foam inside a washable, 100% organic cotton slipcover. The wedges inside CozyWedge™ bumpers are made from the same foam used in swimming noodles, and are non-absorbent, nonflammable and have no smell. CozyWedge™ ties in six places around the crib and the slipcovers come in eight solid colors of 100% organic cotton twill to match any nursery décor. CozyWedge™ fits nearly all standard cribs, including sleigh models, and sells for the suggested retail price of \$59.95. For more information, please visit www.cozywedge.com.

About Inspired Ideas LLC: Inspired Ideas LLC was formed in 2006 by Margaret Pressler, formerly a longtime consumer reporter with The Washington Post, with a mission of creating products that solve the everyday problems encountered by parents of babies and young children. Inspired Ideas' first product is the revolutionary BurpCatcher® burp cloths, the only burp cloth on the market featuring a unique folded pocket at one end that ensures baby's burps stay on the burp cloth and don't make a mess. The company has several more products in development.

[Click here to read the complete report on CozyWedge™](#)

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