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SASSY PARTNERS WITH *CARTER'S* TO INTRODUCE FUN DEVELOPMENTAL TOYS WITH PURPOSE TO THE *CARTER'S* BRAND

Grand Rapids, MI, June 7, 2011 – Sassy and *Carter's* have partnered to introduce innovative, developmental toys bringing purpose and fun to a *Carter's* branded toy line. The partnership marks *Carter's* initial foray into developmental activity toys. Additionally, Sassy will be creating giftable plush toys and coordinates that match back to the endearing characters and color palettes found on *Carter's*, *Just One You*, *Child of Mine* and *Precious Firsts* clothing lines.

"Sassy is very excited to have an opportunity to partner with such an iconic, parent-trusted brand in the young children's industry," said Rick Schaub, President of Sassy. "*Carter's* ongoing commitment to making life easier for today's parents, coupled with Sassy's commitment to quality, purposeful design and merchandising programs makes for the right partnership. We are confident that these fun, developmental toys and giftable plush products will provide hours of play and learning for infants."

The new *Carter's* developmental activity toys and giftable plush products are initially being sold at *Carter's* retail stores and online at <http://www.carters.com> with plans to offer these toys and products through major retailers nationwide in 2012.

Carter's has been the most trusted brand for quality and value in young children's apparel for generations. Their commitment to making life easier for today's parents is seen through the thoughtful details and cute designs, and quality materials used in every product.

About Sassy, Inc.

Founded in 1982, Sassy operates out of Kentwood, MI. Sassy enjoys distribution in all major trade channels, including mass-market retailers, food chains, drug stores, catalogs, and independent baby and toy stores in the United States. In addition, Sassy products can be found in 29 countries worldwide. Sassy's extensive product categories have grown to include developmental and attachable toys, infant and toddler bath and feeding products, grooming and hygiene products, teething products and room organization.

About Kid Brands, Inc. (Sassy's parent company)

Kid Brands, Inc. (NYSE: KID) and its subsidiaries are leaders in the design, development and distribution of primarily infant and juvenile branded products. Its design-led products are primarily distributed through mass market, baby super stores, specialty, food, drug, independent and e-commerce retailers worldwide.

The Company's operating business is composed of four wholly-owned subsidiaries: Kids Line, LLC; LaJobi, Inc; Sassy, Inc.; and CoCaLo, Inc. Through these subsidiaries, the Company designs and markets branded infant and juvenile products in a number of complementary categories including, among others: infant bedding and related nursery accessories and décor, food preparation and nursery appliances, and diaper bags (Kids Line® and CoCaLo®); nursery furniture and related products (LaJobi®); and developmental toys and feeding, bath and baby care items with features that address the various stages of an infant's early years (Sassy®). In addition to the Company's branded products, the Company also markets certain categories of products under various licenses, including Carter's®, Disney®, Graco® and Serta®. Additional information about the Company is available at www.kidbrandsinc.com.

About Carter's, Inc.

Carter's, Inc. is a leading provider of apparel and related products exclusively for babies and young children. The Company owns the *Carter's* and *OshKosh B'gosh* brands, two of the most recognized brands in the marketplace. These brands are sold in leading department stores, national chains, and specialty retailers domestically and internationally, and through nearly 500 Company-operated stores and on-line at carters.com and oshkoshbgosh.com. The Company's *Child of Mine* brand is available at Walmart, and its *Genuine Kids*, *Just One You*, and *Precious Firsts* brands are available at Target. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com and www.oshkoshbgosh.com.

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