

FOR IMMEDIATE RELEASE
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NAP NANNY® ANSWERS VOLUNTARY RECALL QUESTIONS
*Manufacturer responds to wide concern about popular baby recliner;
consumers reminded to follow warnings and instructions*

(BERWYN, PA) In response to call center and online inquiries from consumers about whether the recalled Nap Nanny® is safe for their child, the manufacturer of the popular infant recliner, Baby Matters, LLC, is reassuring the public **that all “second generation” units– some 25,000 of the 30,000 units recalled– are safe for continued use when used properly. This updated model of the Nap Nanny will continue to be sold online and in stores.**

Baby Matters and the Consumer Product Safety Commission are both urging consumers **to use the second generation Nap Nanny only on the floor, and to visit the company’s website to view an instructional video on proper use.**

The video and recall details are available online at www.napnannyrecall.com.

Following the media coverage of the Monday, July 26, 2010 notice, the company also clarifying that the voluntary recall affects the two generations of the Nap Nanny recliner differently:

(1) Nap Nanny’s **second generation** recliner -- which has been on the market since mid-August 2009 – will remain on the market and will be retrofitted with revised instructions and warnings. Consumers are cautioned to suspend use until they watch a new informational video with warnings available at www.napnannyrecall.com, after which they can continue to use the product as before. The video demonstrates where, when and how to use the Nap Nanny safely. Consumers unable to view the informational video online may obtain a copy by contacting Nap Nanny at the phone number below.

2) Owners of the Nap Nanny’s **original** recliner, which was available between January-August 2009, are asked to stop using the product immediately. Approximately 5,000 of these original designs were sold. If owners of these discontinued recliners want to buy a 2010 model Nap Nanny, with improved features and cover designs, they are eligible for an \$80 voucher towards the purchase of the new product, and free shipping.

The recall notice was sent after the death of a 4-month-old baby while in a Nap Nanny that was being used in a crib, contrary to product warnings and instructions. Nap Nanny and the **CPSC worked closely to inform the public that the Nap Nanny is for FLOOR USE ONLY, and should never be placed in a confined area, such as a play yard or crib, or on an elevated surface, such as a table or countertop.**

The new instructional video underscores this caution, and clearly demonstrates how caregivers can properly harness the infant in their Nap Nanny.

“Placing the Nap Nanny in a crib is NEVER safe or recommended,” says Krista Ross, Director of Customer Service for the company.

Details about the products and instructions can be found online at www.napnannyrecall.com, or by calling the Nap Nanny recall hotline at 888-240-4282, Monday-Friday 9am-5pm ET. (END)

COMPANY STATEMENT: *As mothers ourselves, we were deeply saddened to learn of an infant death in a crib associated with the use of the Nap Nanny. Safe sleep is of the utmost importance, and we have worked closely with the Consumer Product Safety Commission to implement this voluntary recall, to help ensure that the Nap Nanny is used properly and only on the floor.*

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