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Contact: Kristina Godfrey
Junger-Godfrey PR
Phone: 949.720.7062
Email: kristina@kjunger.com

NUK® Becomes Baby Care Leader, Building on Company's Well-Known and Trusted Pacifier Brand

NUK uses its medically-based research to innovate a wider range of infant and toddler feeding accessories, adding more than 25 products to its line in 2010, from breastfeeding to tableware

Hackensack, NJ—December 11, 2009 – For decades, the NUK brand has been synonymous with the highest quality and design among infant pacifiers. With its orthodontic shape and carefully engineered materials, the NUK soother has won the support of parents and medical professionals by allowing for the healthy development of a child's mouth and teeth, while providing the comfort babies need. The company's introduction two years ago of a new line of orthodontic nipples, BPA-free wide-neck bottles and toddler transition cups began a transformation of the brand into a broader childcare products company. Now NUK is extending its presence in the U.S. with the release of a broad range of accessories that support and promote the healthy development of infants and toddlers, including breastfeeding products, pacifiers, oral care items, nipples, bottles, cups and tableware.

Among the products being introduced nationwide in early 2010 is the NUK **Genius™ pacifier**, a revolutionary design made with extra thin silicone for maximum softness that reduces pressure on the baby's jaw and teeth. It is BPA-free and also the first silicone pacifier for babies age 18 months and older. As with all NUK pacifiers, the unique orthodontic shape of the Genius™ mimics the shape of the mother during breastfeeding, helping prevent nipple confusion. Also, the patented NUK air vent system allows air to escape the nipple as baby sucks, ensuring continued softness and pliability.

NUK's substantial research and development program brings true innovation to numerous baby care items, combining ergonomics, comfort and convenience in its new designs. Additionally, the company's recent acquisition of the Gerber® baby care accessories division gives NUK a broad array of products to integrate with its already developmentally-sound designs. NUK's other product introductions to the U.S. baby care market are focused in the breastfeeding support, oral care and feeding accessories categories, including:

***Gentle Flow™ manual breast pump:** the compact, ergonomic design and soft silicone cushion make expressing milk efficient and comfortable in any situation.

***Pacifier clip:** for pacifiers with and without handles, the clip provides convenience and cleanliness for moms and babies on the go. Easy to attach with just one hand.

***Infant Oral Care:** Healthy Start training toothbrush set, with cleaning trainer and brushing trainer and the new Teeth EZ cooling ring for massage and support when baby is teething.

***EZ Cup™ sippy cup:** Eases baby's transition from bottle to cup with ergonomically-shaped handles. Features bold colors and a BPA-free silicone spout.

***Soft Bite feeding spoon:** Great for baby and caregiver, with extra-soft silicone bowl and edges to ease transition from sucking to feeding, and long, no-slip, ergonomic handle.

***Ready to Feed bottle warmer:** Warms any bottle or food jar in under two minutes. With ready light and detachable power cord.

***Quick n' Ready steam sterilizer:** Takes less than eight minutes to fully sterilize baby bottles and nursing accessories with no pre-heating time needed.

Though some American mothers have been ambivalent about pacifiers in the past, recent research has suggested that pacifiers can help prevent SIDS. This has more and more parents looking at the benefits of pacifiers for both safety and comfort. NUK's historic focus on healthy oral development, combined with state-of-the-art research and engineering, makes the brand a natural choice. With the company's expanding line of infant and toddler care products, and a commitment to ongoing innovation, parents can now get the benefits of the trusted NUK brand for all their baby care needs from birth to 36 months old.

NUK INFANT AND TODDLER CARE AT A GLANCE

- Brings history of NUK research and innovation to a wider range of infant care products
- New products include accessories for breastfeeding, nursing, pacifiers, oral care and toddler feeding
- Combines with Gerber's infant and toddler accessories line to offer parents complete support under the trusted NUK brand
- Commitment to developing products that promote healthy development and well-being of babies and young children
- Continues to introduce improvements to the pacifier category and promote this beneficial, time-honored practice of baby care
- Full line available in January 2010 at U.S. mass and specialty retailers nationwide

For more information on NUK's expanding line, please contact Kristina Godfrey at 949-720-7062 or Kristina@kjunger.com.

About NUK: For more than 50 years, the NUK brand has been a leader in innovative, medically-based infant care products around the world. The company's award-winning pacifier design features an orthodontic shape designed with the help of dentists to be best for baby. Owned by MAPA GmbH of Germany, a certified manufacturer of medical products, NUK recently acquired the Gerber line of baby accessories. The company is expanding in North America with a growing line of innovative baby-care products featuring NUK's historic commitment to medically-sound, ergonomic design.

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