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SNAZZY BABY'S COMBO CARRIER IS ONE OF THE SMALL NUMBER OF ASTM CERTIFIED CARRIERS

Breakfast Point NSW, Australia (April 13, 2010) – In light of recent recalls and warnings regarding certain baby slings, Snazzy Baby, a company that prides itself on the safety and security that its products provide, would like to emphasize to parents and retailers that the company's Mom's Deluxe 3-1 Plus Combo Carrier is a safe and safety-tested device for carrying children.

Though the marketplace at times feels flooded with baby slings and carriers, the Snazzy Baby Combo Carrier is one of the surprisingly small number of baby carriers with an ASTM certification. ASTM is an internationally-recognized testing and standards organization.

Increased concern about the safety of baby slings and carriers came in mid-March when the U.S. Consumer Product Safety Commission (CPSC) released an ominous warning about the safety concerns, and infant deaths, related to baby slings. Less than two weeks later, more than 1 million baby slings were recalled due to the risk of infant suffocation.

Manufacturers of baby slings and carriers are not currently required to undergo ASTM testing. With the recent rise in popularity of babywearing, the need for required safety certification has been acknowledged, and standards are being developed but not yet in place. The select companies with an ASTM certification have responsibly done so voluntarily, recognizing that the safety and well-being of children should be a top priority. A key design feature that the safety tests look for and that Snazzy Baby has are the leg straps that prevent a child from falling out of the carrier.

Snazzy Baby consulted medical professionals when developing the Mom's Deluxe 3-1 Plus Combo Carrier to ensure that a growing baby was properly and safely supported in the device. Due to the diligent design of how baby sits in the carrier, and proactive safety testing, there is no risk of suffocation or injury with the Combo Carrier.

Snazzy Baby also held focus groups with moms in the U.S. and Australia to discuss the functionality, portability, and design of the product. The end result was a safe, comfortable and practical carrier. Through the focus groups, Snazzy Baby found that parents wanted a truly multifunctional carrier. So, the Mom's Deluxe 3-1 Combo Carrier can be used in a variety of positions, including on the hip, with inward and outward facing babies and it easily converts to a portable high chair restraint. Age is no restriction with the Combo Carrier, and babies ranging from 4 months to 3 years can be carried in it.

In addition to being ASTM Certified, the Combo Carrier passed safety standards set in its home country of Australia, and the stringent European Union safety testing.

For more information on the Snazzy Baby Combo Carrier visit www.snazzybaby.us.

ABOUT SNAZZY BABY

The hottest innovative baby protection products for today's Moms and Dads, Snazzy Baby was created by an Australian Mom Cyndy Mundy. Founded in 2003, Snazzy Baby™ has received various juvenile product awards for excellence, innovation and safety. They have offices in Boston, MA and Sydney, Australia.