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Orbit Baby product system to launch at JPMA.

Three years in development, dynamic stroller system will debut in May.

Newark, CA – (April 17, 2006) – Design gurus and baby enthusiasts alike have been eagerly awaiting its premiere – now after three years of designing, refining and perfecting it, the curtain will rise on the **Orbit Infant System** at JPMA this May.

“It’s even more beautiful than we originally envisioned,” says **Farrah White** of **Orbit Baby**. “It’s sleek and stylish, but the Orbit Infant System is not just a pretty face. Among its many features, Orbit incorporates a circular SmartHub interface that allows the Infant Car Seat to easily snap onto the Base, and a StrongArm mechanism that make it the easiest car seat to install securely.”

The **Orbit Infant System** consists of three pieces: the Infant Car Seat, Base, and Stroller. It is designed to follow Orbit’s Smart, Simple and Secure philosophy, and is the starter kit for a whole line of child transportation products.

The **Orbit Base** incorporates **StrongArm** technology that enables the car seat to be quickly installed correctly and safely. Contrast that with other bases and car seats that are so time-consuming and difficult to use parents are encouraged to visit their local fire station in order to ensure their child’s safety.

The **Orbit Infant Car Seat** easily docks onto the Base with the **SmartHub**, a circular interface that allows the Infant Car Seat to snap from almost any angle or direction, without having to line up grooves, belts, or notches. The Infant Car Seat can then be rotated and locked into the correct rear-facing travel position. The flexibility of combining

docking and rotation allows parents to place their baby in the car without having to contort their bodies or strain their backs.

The **Orbit Stroller** is also fitted with the same circular SmartHub dock. This allows parents to easily and quickly pop the Infant Car Seat out of the Base and into the Stroller. SmartHub rotation means that the Infant Car Seat can be rotated a full 360 degrees on the Stroller, allowing the child to be rear, forward or even sideways facing (useful for trips to a favorite restaurant). The Stroller also folds compactly to easily fit into a car trunk, leaving room for all the other things that parents need to carry. Its one-handed folding feature means that parents can hold their baby and pack up their gear without needing a third hand.

The Orbit Baby System will premiere at the Juvenile Products Manufacturers Association (JPMA) show next month in Orange County, Florida. The show is held at the Orange County Convention Center and will run from Monday, May 8 - Wednesday, May 10, 2006. Orbit Baby will be in booth 845.

The **Orbit Infant System** will retail for \$899.95.

The **Orbit Infant System** is a three-piece group (Infant Car Seat, Base, & Stroller) premiering Summer 2006. The Orbit System gives parents everything they need for taking their infant on the go. Orbit Baby, Inc. is headquartered in Newark, California and is led by CEO Joseph Hei, and COO Bryan White.

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