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SWEET DREAMS ARE THE SAME IN ANY LANGUAGE

Kaloo Babies Always Have Sweet Dreams

(Montreal, Canada) August 3, 2006 – As the world turns, night falls upon millions of households that embody a rich tapestry of cultures, languages and beliefs. Yet, if you go inside those homes, you'll find that they all have one very important thing in common: everyone wants their children to sleep well and have sweet dreams.

Nowhere is that common desire more apparent than when you look at the vast diversity of nurseries around the world using the

sophisticated and stylish *Kaloo* brand of baby bedding and sleep sacks. *Kaloo*, the company started by Eric Panciulo, a French national who specializes in the design and production of soft toys and baby items, is taking America by storm.

Only *Kaloo* offers the bedding, mobile, matching toys and room décor necessary to create an atmosphere for sweet dreaming in any language:

Kaloo Quilts. All *Kaloo* quilts are a large 5' x 4' allowing you to wrap them around the crib mattress, doubling as a mattress pad giving a secure and integrated look to the crib. This large quilt (cotton and micro fiber) also becomes a throw once the child has outgrown the crib. Babies

who sleep beneath them will surely dream of teddy bears, numbers and soft, pastel flowers. Suggested retail \$100.

Kaloo Bumpers. The U.S. standard-size soft, cotton bumpers with skirts are 4-sided, and are machine washable and dryable. Suggested retail \$200.



**123 Bumper, above,
and Quilt, below**



**Lilrose Quilt (bumper not
shown)**



Kaloo Blue Bumper and Knitted Quilt

Kaloo Sleep Sacs - The sleep sac, a European tradition for generations, is relatively new in North America. The American SIDS foundation approves of the Sleep sac as it keeps babies on their backs and you don't use a blanket. These revolutionary Sleep Sacs also keep the child secure, yet they have the freedom to kick their legs and not get frustrated. Since they cannot kick off the sleep sac they stay content and warm, letting Mom and Dad also sleep through the night. The sleeveless design helps infants regulate their body temperature so they don't over heat during the night. Kaloo's sleep sacs come in 2 sizes: 0 to 4 months and 4 months to 18 months. Cotton and micro fiber materials, nine styles offered in Pinks, Blues, Natural, Multi Colors, and soft Naturals. Suggested retail \$45 to \$50.



Lilrose Sleep Sac



Sable Sleep Sac



123 Sleep Sac



Liliblue Sleep Sac



Blue Small Sleep Bag



Lilrose Large Sleep Sac



Sable Large Sleep Sac



123 Large Sleep Sac



Liliblue Large Sleep Sac



Kaloo Blue Large Sleep Sac

Kaloo Mobiles – These beautifully crafted mobiles, made of bleached, high-polished wood, will gently float plush bunny rabbits, clouds and teddy bears above your child's head. Kaloo Mobiles boast the rare feature of being made of solid wood, and the unique fastening system fits all cribs on the market (key selling feature and the fancier cribs are hard to fit, but not for Kaloo). Suggested retail \$50.



Kaloo Blue Mobile, plays "Bridge Over Troubled Water"



123 Mobile, plays "Edelweiss"



Liliblue Mobile, plays "Bridge Over Troubled Water"



Lollies Mobile, plays "Spoonful of Sugar"



Lilrose Mobile, plays "La Vie En Rose"

Kaloo Pillows – A fluffy, soft pillow completes the look of these precious nurseries. A generous 14” x 14”, these velour cushies are the finishing touch. The pillows are all machine washable and come with a removable little pocket animal. (Kaloo always has little extras!) Suggested retail \$28.



123 Pillow



Kaloo Blue Pillow



Lilirose Pillow



Sable Pillow



Sable Mother &
Baby cushion

Kaloo Carpet – Goes nicely with all of Kaloo’s nursery looks, a microfiber, machine washable 6’ x 3.5’ carpet is nicely padded for play time and to complete the Kaloo look. Suggested retail \$100.

Originally created up for the European market, Kaloo now exports to about 35 countries. The best quality materials are used and all items are produced according to the most stringent safety standards. American parents have shown they are ready for the European sensibility, style and quality that are embodied by Kaloo baby products. Their products are sold at specialty gift, toy and children’s clothing stores and web sites and Saks Fifth Avenue and Neiman Marcus.

So whether your child lives in an Italian “nido,” a French “garderie,” or an American “nursery,” they will hear, “buono notte,” “bonne nuit,” or “goodnight” as they float off to sleep. And, of course, what we all mean by that is...“sweet dreams.”



Kaloo Carpet

For more information, visit www.kaloo.com and click on your language of choice. For information on a store near you, call 514-457-3088 or email usa@kaloo.com. Look for Kaloo’s new clothing and furniture lines at the end of the year.

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