



FACT SHEET



COMPANY PROFILE

Based in Woonsocket, Rhode Island, the Company is a designer, marketer and distributor of branded durable juvenile health, safety and wellness products (for ages 0-3 years), which are sold principally to large North American and UK retailers. The Company currently sells proprietary products in a number of different categories, including nursery audio/video monitors, safety gates, durable bath products, bed rails, nursery products, booster and potty seats, infant bedding, bouncers, travel accessories, highchairs, swings and nursery furniture.

INVESTMENT HIGHLIGHTS

- **Uniquely positioned in the marketplace**
 - Ø One of the only public company pure-plays in the juvenile products sector
 - Ø Large, stable market with limited exposure to economic downturns
- **Rapid sales & EBITDA growth**
 - Ø Revenues have increased to \$153 million in 2009 from \$52 million in 2006, and projected to be at least \$175 million in 2010
 - Ø EBITDA has increased to almost \$15 million in 2009 from \$5 million in 2006
- **Product innovation & quality differentiates offering**
- **Strong retail relationships**
- **Proven management team with excellent track record**
- **Substantial acquisition opportunities in a highly -fragmented market**

Ticker
NASDAQ:SUMR

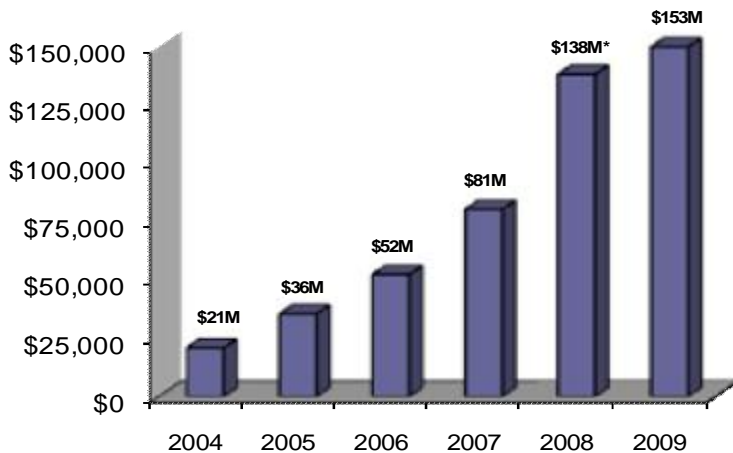
Founded
2001

Recent Common Stock Price
(As of 5/11/10)
\$7.01

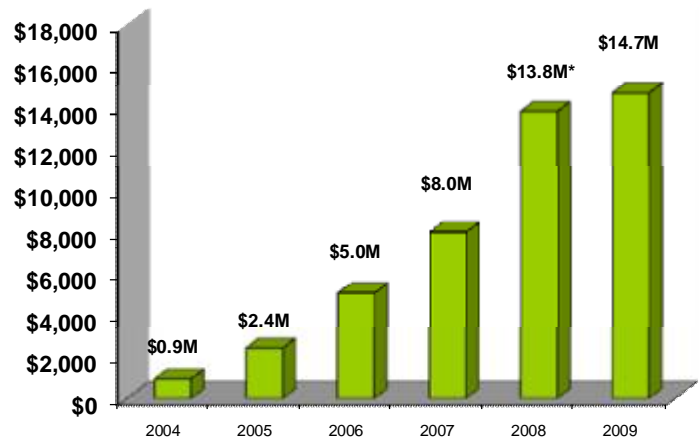
52-Week Range
\$1.80-\$7.24

Market Capitalization
\$108.22 million

PRO FORMA REVENUES ⁽¹⁾
(\$ in 000s)



PRO FORMA EBITDA ^{(1) (2)}
(\$ in 000s)



⁽¹⁾ 2008 pro forma results assume that both the Basic Comfort and Kiddopotamus transactions occurred on January 1, 2008. 2008 proforma results include \$5.9 million and \$1.0 million of revenue and EBITDA in 1Q08, respectively, from the acquisitions of Basic Comfort and Kiddopotamus. Pro Forma EBITDA and EPS exclude litigation and deal-related expenses. 2008 sales for SEC reporting = \$132 million

⁽²⁾ 2008 reported EBITDA for SEC reporting = \$12.8 million

Senior	Title	Background
Jason Macari	Chairman, CEO and President	Founder; 20 years experience: Safety 1st, CR Bard, & Hasbro
Steve Gibree	EVP Product Development	20 years experience: Little Kids, Safety 1st, Hasbro
Joseph Driscoll	Chief Financial Officer	20 years experience: Safety 1st (CFO), Staples, KPMG Peat Marwick



INDUSTRY DYNAMICS

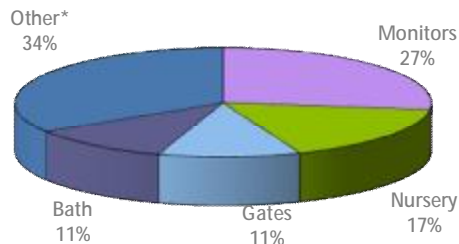
- Annual US birth rate (at least 4 million/year) creates baseline demand
- Industry is estimated to be \$12 billion worldwide
- Favorable industry dynamics support growth:
 - Ø Sales per child increasing due to:
 - § Greater disposable income from having children later in life
 - § Consumer focus on quality, safety, innovation and style
 - § "Grandparent effect", second homes, mobile lifestyles
 - Ø Strong retailer commitment to expand shelf space
- Limited exposure to economic downturns
 - Ø Infant health and wellness products are a spending priority for consumers and somewhat non-discretionary
 - Ø One of the last categories consumers cut back

PRODUCT MIX

- Product mix will further diversify with new products and categories
 - Ø Monitors, gates & bath represent 49% of sales versus 70% in 2007; company has successfully diversified over past several years
- Margins tend to be strongest in highest-volume products, regardless of category
 - Ø Focus on implementing cost reduction programs for best-selling items

For the three months ended March 31, 2010

*Other includes bed rails, cribs, bouncers, bedding, baby gear, medical/infant health, and other categories



RETAIL CUSTOMERS

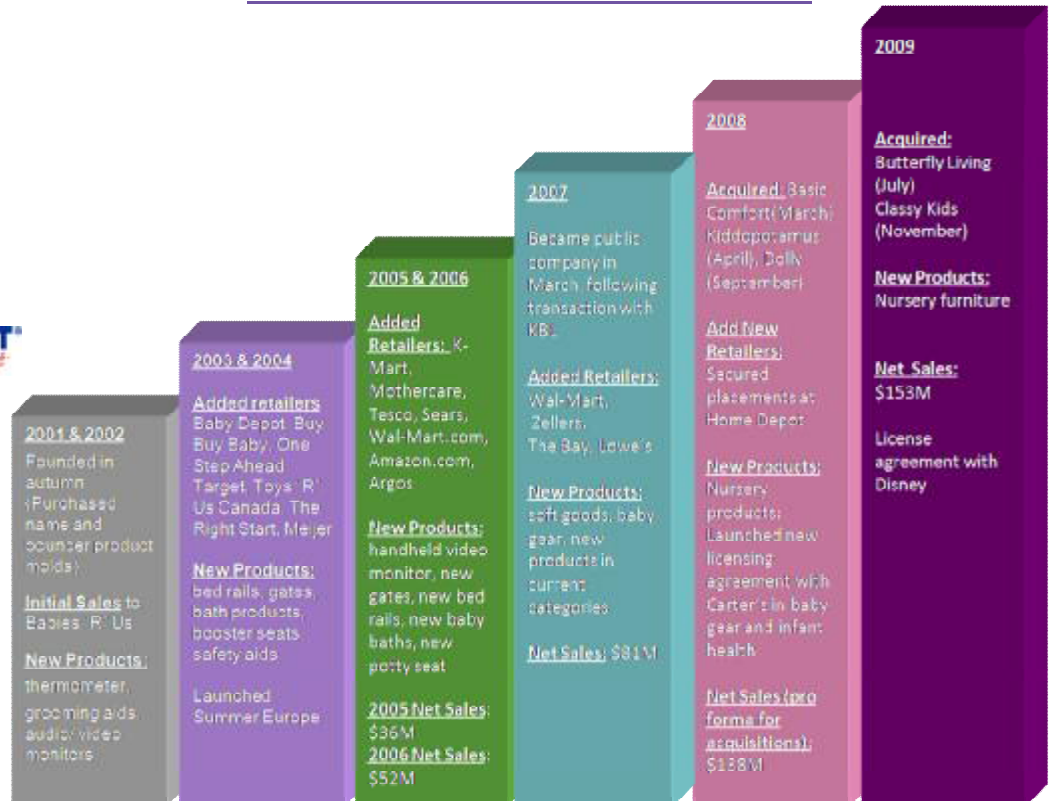
North America



Europe



COMPANY HISTORY & SALES PERFORMANCE



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This fact sheet is summary in nature. Readers are urged to read the Company's Exchange Act reports and other filings made with the Securities and Exchange Commission for a discussion of risks and other important information regarding the Company.