



4moms, the company that brought you mamaRoo® infant seat, origami® power-folding stroller and breeze® playard, announced yesterday at ABC Kids Expo in Las Vegas the launch of three new products, continuing its shake-up of the juvenile product industry. 4moms CEO, Rob Daley, took the stage to reveal the new products: the rockaRoo™ infant seat that turns the traditional swing on its head; the origami mini™ stroller that has all of the power features of the origami but less than half the weight; and a revolutionary infant car seat that installs itself and verifies it is installed correctly before each ride.

#### **4moms rockaRoo**

Why swing when you can rock?™ The 4moms rockaRoo infant seat flips the traditional swing on its head – literally – with the pivot at the base. It moves like a rocking horse to maximize a baby's sensation of motion. At 70 percent smaller than a typical swing, it also is significantly less clutter. It features five speeds, a mp3 hookup and reversible toy balls. Babies like variety of motion and 4moms has now given parents more options, from the natural bouncing and swaying motions of the mamaRoo to the rocking motion of the rockaRoo. The 4moms rockaRoo will be available in early 2014.

#### **4moms infant car seat**

Car seats save lives when installed correctly. Unfortunately, 73 percent of car seats are installed incorrectly, and there is no easy way to check. That is all about to change. The 4moms infant car seat installs itself – it auto-levels and auto-tensions so it is installed correctly. It also verifies correct base installation and carrier connection before each ride. LCD screens on each side of the base confirm correct installation so parents no longer have to guess whether their infant is completely safe in the car. Additional features include a no re-thread harness, side impact protection bolsters and harness buckle side pockets. The 4moms infant car seat will be available in late 2014.

#### **4moms origami mini**

Power-folding, now in mini. The 4moms origami mini stroller has the power features of the origami yet weighs less than 16 pounds. Power features include power fold and unfold, on-board generators, an LCD screen, daytime running lights and cell-phone charging. The 4moms origami mini offers an extended three-position recline and enhanced storage. It will retail at less than \$450 and will be available in late 2014.

4moms' mission is to create dramatically better products that solve unmet category needs. It has redefined the juvenile products industry through sleek design coupled with advanced robotics.