



Colorful Collaboration between Fisher-Price®, Sherwin-Williams Brings Inspirational Nursery Design Solutions to Parents

Companies unveil online "Room to Bloom" tool that helps expectant parents visualize and create affordable nursery designs

EAST AURORA, N.Y.--(BUSINESS WIRE)-- Designing the nursery can be an exciting, yet overwhelming time for expectant parents, so it's no surprise that Fisher-Price, Inc., the largest infant and preschool toy manufacturer and a subsidiary of Mattel, Inc., and Sherwin-Williams have teamed up to develop an innovative, online solution to make nursery design inspirational, fun and affordable.



Appropriately named "Room to Bloom," the online design tool makes choosing nursery fashions and coordinating paint colors and wall patterns as simple as the click of a mouse. Consumers simply visit www.fisher-price.com/roomtobloom to get started. With the following steps, they're on their way to designing their ideal nursery in no time:

1. Choose a Baby Gear Collection — Pick from eight beautiful collections, from calm and comforting like the My Little Snugabunny™ Collection, to trendy, subtle hues like the Coco Sorbet™ Collection, to the tastefully colorful Luv U Zoo™ Collection, and more.

2. Select a Decorative Look (Wall Pattern) — Finally, a way to be daring without having to tape the walls first! It's easy to envision plain walls or patterns like Swiss dots, vertical or horizontal stripes, checkers and harlequin without getting dizzy or overwhelmed.

3. Find Paint Colors — There's something for

The new "Room to Bloom" online nursery design tool from Fisher-Price and Sherwin-Williams. (Photo: Business Wire)

everyone's palate with this palette — 16 paint colors per collection hand picked by Sherwin-Williams color experts perfectly complement the eight Baby Gear collections to make it a snap to try out a variety of colors from neutral to stimulating and anything in between.

4. Save and Share — Nursery designs are too exciting not to share. Consumers can simply save and print or email to family and friends. Expectant parents can even post their nursery design ideas on Facebook.

The "Room to Bloom" tool is a new feature on the re-designed Fisher-Price Baby Gear site, which has a fresh new look and layout to make it even easier for expectant parents to find the information and product solutions they need. This is just the beginning of new and exciting offerings within the Baby Gear business that will be unveiled in the coming months.

"Offering consumers the opportunity to visualize a room in their home before making important purchases is a growing trend of which we want to be a part," said Mike Fenn, Baby Gear Marketing Director, Fisher-Price. "Developing ongoing, innovative solutions for parents is in our DNA. Together, Fisher-Price and Sherwin-Williams identified an unmet need in the marketplace and sought to deliver a one-stop solution for new parents."

"Personalized nursery décor is a great way for expectant parents to welcome their new child home, and selecting the color, theme and design has never been easier," said Jackie Jordan, Director of Color Marketing, Sherwin-Williams. "By centralizing design and fashion under the 'Room to Bloom' tool, expectant parents can use our color expertise to guide the décor selection and then bring their nursery to life with our high-quality products."

Celebrating the Arrival of "Room to Bloom"

Fisher-Price and Sherwin-Williams celebrated the launch of the "Room to Bloom" tool during a media event at New York's Apella at Alexandria Center today.

Guests were the first to experience the "Room to Bloom" tool, try it out and create their own nursery designs. In addition, they received the new Fisher-Price "Making Room for Baby" inspirational piece that includes six different Baby Gear collections and suggested Sherwin-Williams paint colors featured in the "Room to Bloom" tool. They also had the opportunity to learn more about Sherwin-Williams' new Kids' Colors, a collection of hues celebrating key stages of a child's growth, from infancy to teenage years. The collection's colors are categorized into four age groups: Precious Baby, ABCs & 123s, InbeTweens and Teens.

Additional "Room to Bloom" Site Features

Additional features within the "Room to Bloom" site include informative videos and blog posts from Stacey Crew, organizing expert and author of *The Organized Mom*, that provide organizational tips for the nursery, kitchen, on the go, baby gear must-haves and more. Sherwin-Williams' Jackie Jordan is also featured in nursery design videos that provide encouraging tips and insightful ideas around choosing the perfect paint color and exploring various wall patterns, textures and decals.

The Fisher-Price website continues to be a popular parenting destination and its Baby Gear site is the second most visited brand within Fisher-Price.com. In addition to product demos and customer reviews, the Fisher-Price Baby Gear site features a newly-redesigned "Your Pregnancy" section. Here, moms-to-be can find helpful checklists, fun pregnancy tools and an extensive library of articles and advice to guide them both during pregnancy and in caring for their newborn afterward.

The Perfect Paint for Nurseries

The Sherwin-Williams colors featured on the "Room to Bloom" tool are available in Harmony® and HGTV® HOME by Sherwin-Williams, two of the company's zero-VOC* paint lines perfect for areas of the home such as nurseries where indoor air quality is especially important. In addition, all colors are available in Duration Home®, a tough, low-VOC coating that can withstand repeated cleanings, which makes it perfect for wiping away adorable, little fingerprints.

*Some colors may not be zero-VOC after tinting with conventional colorants.

About Fisher-Price:

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (NASDAQ:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The company's legacy of high quality toys has enhanced early childhood development for more than 80 years. The Fisher-Price Play Laboratory, celebrating its 50th anniversary this year, was the first child research center of its kind in the industry. Herman Fisher established the Play Lab to observe real children playing with the company's toys during various stages of development. The Play Lab remains at the heart of product development today. Some of the Company's best-known "classic" brands include Little People®, Power Wheels® and View-Master®. Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs), as well as a wide array of character-based toys inspired by high quality children's programming such as Dora the Explorer™, Kung Fu Panda 2™, Mickey Mouse Clubhouse, Penguins of Madagascar™ and Thomas & Friends™. The Company's web [site www.fisher-price.com](http://www.fisher-price.com) <<http://www.fisher-price.com>>, provides valuable information and resources to parents and grandparents.

Ask Sherwin-Williams™

Sherwin-Williams is the nation's largest specialty retailer of paint, stains, coatings, wall coverings and sundry items. With more than 3,300 neighborhood stores in North America, the company is dedicated to supporting the do-it-yourself consumer with exceptional products; resources to make confident color selections; and expert, personalized service that's focused on the do-it-yourselfer's unique project needs. Sherwin-Williams brand-name products can only be found at Sherwin-Williams stores. Make the most of your color with the very best paint. Visit www.sherwin-williams.com or join the color conversation at www.facebook.com/sherwinwilliamsforyourhome.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=1059284&lang=en>

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