

## **Newell Rubbermaid's Graco Brand Delivers More Value with Convertible Products that Adapt as Kids Grow**

### **Innovative new playards, travel systems and highchairs have multiple uses as infants and toddlers develop**

ATLANTA, Oct 06, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Newell Rubbermaid (NYSE: NWL) today announced the introduction of five multi-functional products from its Graco(R) brand designed to deliver greater consumer value by converting to new uses as infants and toddlers grow. A result of consumer-driven insights, Graco Symbio 3-in-1 Travel System; Blossom(TM) 4-in-1 Seating System; MyRide(TM) 65 Convertible Car Seat; Nautilus(TM) 3-in-1 Car Seat; and Pack 'n Play(R) Playard with Newborn Napper(R) Station offer meaningful new benefits that ultimately translate into money-saving solutions from one of the most trusted brands in juvenile products.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20091006/CL87125>)

"Parents are looking to maximize their household budgets without compromising on quality for the essential products their infants and children need and use everyday," said Kim Lefko, General Manager, Americas, for Newell Rubbermaid's Baby & Parenting Essentials global business unit. "With a convertible offering in each of the major product categories - highchairs, strollers, car seats and playards - Graco offers parents a compelling value that reinforces our commitment to providing dependable, innovative products to parents and caregivers around the world."

Instead of meeting one need for a limited amount of time, these new Graco products adapt in size, shape and function as children transition through the early phases of their lives.

#### *Symbio 3-in-1 Travel System*

The Graco Symbio 3-in-1 Travel System is a truly unique set of products developed especially for the U.K. market - a first for Graco. Its versatile and compact frame transforms from pram, to travel system to push chair, offering numerous configuration options to maximize maneuverability and parents' interaction with their babies. Children comfortably transition from carrycot, to car seat to upright seat as they grow from newborn to 36 months. Symbio is available in the U.K. for a suggested retail price of pounds Sterling 350.

#### *Blossom 4-in-1 Seating System*

Designed to adjust to growing children's seating needs, the Graco Blossom 4-in-1 Seating System transforms seamlessly from highchair to infant feeding booster to toddler booster to youth chair. It accommodates children up to three years old and 80 pounds and can also be used for two children in two seating combinations at the same time. The six-position height adjustment assures a fit at any table, and the three-position removable footrest and three-position, one-hand reclining seat ensures growing children stay comfortable at mealtime. Blossom is available in the U.S. for a suggested retail price of \$179.

#### *MyRide 65 Convertible Car Seat*

The American Academy of Pediatrics (AAP) recommends that children ride rear-facing as long as possible, so the Graco MyRide 65 Convertible Car Seat stays rear-facing up to 40 pounds - longer than most other car seats in the U.S. Then, it secures a forward-facing child in a five-point harness until he or she weighs 65 pounds. Other features like EPS, energy absorbing foam, a removable infant insert and toddler headrest help keep children snug and secure. MyRide 65 is available at retail outlets across the U.S. for a suggested retail price of \$149.

#### *Nautilus 3-in-1 Car Seat*

Designed to keep children safer, longer, the Graco Nautilus 3-in-1 Car Seat features an extended five-point harness that fits children up to 65 pounds. As a child grows up to 100 pounds, the seat evolves, first into a high-back booster and finally into a backless booster. Nautilus meets or exceeds all applicable U.S. safety standards and is available in the U.S. for a suggested retail price of \$199 to \$239. An adaptation of the Nautilus 3-in-1 Car Seat designed especially for the European and Asian markets will launch in late 2009.

#### *Pack 'n Play Playard with Newborn Napper Station*

The Graco Pack 'n Play Playard with Newborn Napper Station is the first of its kind to be designed to cuddle newborns. The result of insight that parents often feel anxious leaving newborns in an "un-snuggled" environment, the Napper's soft fabrics and gentle vibrations soothe and calm babies when it's time to rest. Combined, the Napper, bassinet and playard offer a staged approach to caring for children as they grow. Pack 'n Play Playards featuring the Newborn Napper Station are available in the U.S. for a suggested retail price of \$129 to \$169.

Graco's Blossom 4-in-1 Seating System, MyRide 65 Convertible Car Seat, Nautilus 3-in-1 Car Seat and Pack 'n Play Playard with Newborn Napper Station are available at Babies"R"Us, Target, Walmart, Baby Depot and specialty stores.

*About Newell Rubbermaid*

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with sales of approximately \$6 billion and a strong portfolio of brands, including Rubbermaid(R), Sharpie(R), Graco(R), Calphalon(R), Irwin (R), Lenox(R), Levolor(R), Paper Mate(R), Dymo(R), Waterman(R), Parker(R), Goody(R), Technical Concepts(TM) and Aprica (R).

This press release and additional information about Newell Rubbermaid are available on the company's Web site, [www.newellrubbermaid.com](http://www.newellrubbermaid.com).

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