

Retail Rattle

• A PUBLICATION OF THE JUVENILE PRODUCTS MANUFACTURERS ASSOCIATION •

Dear Colleagues and Friends,

As spring comes into light, we are very close to the 2005 International JPMA Show in Orlando, Florida.

I'm very happy to report that we still have a steady stream of contracts coming in daily. We already have more than 400 exhibitors, 80 more than last year! I'm also glad to report that we have approximately 176 new exhibiting companies and more than 200 companies who exhibited in 2004 returning. This is of course extremely positive and a good indication of the excitement that everybody feels over our new venue.

Registrations from buyers also stream in daily and if previous years are a good indication, we will have great buyer attendance. To date, we have more than 1,700 buyers, manufacturers reps, associate members and press registered to attend. All categories of the trade are well represented, international, e-tailer, large retailers and the specialty stores. We are particularly encouraged by the increase in specialty stores. One important factor in the decision for many specialty stores is the representation of furniture manufacturers among the exhibitors. I'm pleased to announce that we have a considerably stronger line up for you at this year's show and we are in contact with more that hopefully will come and show their products.

As you have hopefully already seen, we are pleased to offer a number of seminars during the Show. There are a variety of magazines that will share their research and forecasts as to where the industry is headed as well as product testing workshops from

CPSC and Intertek. Attending the seminars will be extremely easy as they will take place right on the show floor. Every seminar will be given each day of the Show, so both buyers and exhibitors will have plenty of chances to gain important industry insights.

Please join us for the annual industry party on Tuesday evening May 24 at Universal's Islands of Adventure. Enjoy the atmosphere and network with your friends in the industry, and take advantage of the entertainment and special rides available to us. All proceeds collected from this party will be donated to K.I.D.S. to assist their tsunami relief efforts.

The rest of this newsletter provides valuable Show information in addition to other useful items so be sure to review thoroughly.

I look forward to seeing everyone in Orlando!

Bengt Lager
Chairman



En Route to Orlando

With the 2005 International JPMA Show just weeks away, JPMA is gearing up for what promises to be our most exciting show yet!

Register Early

Pre-registration is quick, convenient, and available online at www.jpma.org. To register, log on to the JPMA website and click on the online registration link. That's all it takes!

On-site Registration

Sunday, May 22

NOON to 5:00 PM

(Pre-Registration-Show is not open)

Monday, May 23

8:00 AM to 5:00 PM

Tuesday, May 24

8:00 AM to 5:00 PM

Wednesday, May 25

8:00 AM to 3:30 PM

Bring the Family

Child care services are available for children six weeks to 12-years-old. The services are being provided by All About Kids, an Orlando based company. All About Kids is insured, bonded and licensed, their staff are screened in person, with reference/police checks, they wear a Photo ID & All About Kids logo shirt, are certified in CPR and are bi-lingual, upon request. If you would like to arrange child care, advanced reservations are necessary. The current rate is \$6.00 per hour, per child, if pre-registered and \$7.00 per hour, per child on-site. To make your reservation, call All About Kids at (800) 728-6506 or visit www.All-About-Kids.com.

Ribbon Cutting Ceremony

The show officially opens Monday, May 23 at 8:00 AM. Join us for a brief ribbon cutting ceremony and the unveiling of the top 10 winners of the Innovation Awards. You won't want to miss it!

Show Shuttles

During show hours, JPMA will provide free shuttle service between the Orange County Convention Center and all JPMA participating hotels. Parking is available at the OCCC at the following daily rates:

\$10 parking for passenger vehicles

\$15 parking for oversized vehicles

\$ 5 parking fee after 5 PM

Industry Party

Join JPMA at Universal's Islands of Adventure for great food and fantastic fun at this year's Industry Party. This year, JPMA will donate all proceeds from the Industry Party to Kids In Distressed Situations, Inc. (K.I.D.S.) to assist its tsunami relief efforts.

In the wake of the tragic tsunamis that struck on December 26, 2004, K.I.D.S immediately launched into a disaster relief effort, teaming up with



corporations across the globe to supply products to the children and youth impacted by the terrible tragedy. While the support thus far has been overwhelming, the relief efforts continue.

To contribute to the cause, JPMA will donate 100% of the proceeds collected from the Industry Party to K.I.D.S. for tsunami relief. Attendees are invited to take part in a thrilling evening, complete with hors d'oeuvres and entertainment, all while supporting a worthy cause.

Tickets for the much anticipated event are \$20 if purchased before May 9, \$30 thereafter. Shuttle service will be provided to the Industry Party from any participating JPMA hotel from 7:00-11:00 PM.



Sponsors

JPMA gratefully acknowledges the sponsors to date for this year's fantastic show!

PLATINUM

American Baby Group

DIAMOND

The Parents Media Group

GOLD

iVillage Parenting Network

BRONZE

Britax Child Safety, Inc.

Mommy's Helper

Intertek - Labtest

Baby Talk

Parenting

Educational Offerings

This year's show has an added bonus for attendees, educational sessions from leading industry representatives providing consumer buying insight and forecasts as to where the industry is headed.

American Baby Magazine presents results of the 2005 Hispanic Baby Products Study and examines the attitudes, behaviors and baby product purchases of U.S. Spanish-dominant new mothers. Topics include breast/bottle-feeding, baby formula and food, baby hard goods, baby gift registry and brand preferences, as well as attitudes and psychographics.

Baby Talk/Parenting Magazines presents What Really Matters To Moms... About Buying Your Brand and Shopping in Your Store. Go beyond the typical fact-finding to understand what Moms' top priorities are and how these priorities affect her brand choices and purchase behavior. Get the inside scoop on how to "speak mom" - a language that gives you a real advantage in the marketplace.

Learn about present findings from one of the most current parenting research studies available in a presentation from *iVillage Parenting/Lamaze*. *Parentrends 2005* exposes the attitudes and desires of

today's moms, giving manufacturers and retailers insight into "mom motivators." Key market segments will be examined, including: The Hispanic mom market; The Forty Something mom market; and Gen Y moms (moms to be).

The Editors of *Fit Pregnancy Magazine* present the "A-Ha" Moment: How We Find And Feature The Products And Concepts That Blow Us Away. Find out how *Fit Pregnancy* covers products, test products, past products that have WOWED them and why, successes and disappointments, where they think the industry is going and their wish list of products and concepts.

Child Magazine will present The Modern Parent. Learn what today's mothers and fathers are looking for in products and how health and safety conscious they are. Today's parents want the very best for their children--how do they make their decisions, and what do their attitudes say about today's families? Get an overview of the trends and attitudes as seen by editors.

Parents Media Group covers what makes the Gen Y mom tick- what toy manufacturers need to know about her, and why they should not overlook this vital next generation of toy buyers. The Gen Y mom is a bundle of contradictions in many ways. She's young (25 or under), hip, very interested in fashion, music and style. She's a mom, but she's not the khaki-pants and sneakers type-she may have a tattoo or belly ring. She's tech savvy: she's been raised on computers, gets parenting info from the Web and buys a lot online, is into text messaging, iPods and other high tech toys. At the same time, she may be more conservative politically than her older counterparts, she is very focused on her family, and she may opt out of the workplace once she has kids; having a career is not necessarily her focus.

Show Hours

Monday, May 23

8:30 AM to 5:30 PM

Tuesday, May 24

8:30 AM to 5:30 PM

Wednesday, May 25

8:30 AM to 4:00 PM

Available Only at www.JPMA.org!

In an effort to keep JPMA more in line with the latest technological trends, *Retail Rattle* is now offered only through the JPMA website. To access the latest edition of the industry newsletter, check out the Industry section of the website and get all the latest need-to-know information.

By posting the publication online, JPMA is giving you access to *Retail Rattle* with just a few simple clicks. You can access the newsletter as soon as it's posted and cruise the JPMA website at your convenience 24/7.

While JPMA is confident this will be a welcomed change, we want your input!

Email jpma@ahint.com and tell us what you think about *Retail Rattle Online*!

Exhibitor List

Support from the industry thus far has been overwhelming! Over 400 exhibitors have contracted to be a part of the industry event of the year, including:

ABC Development
ABG Baby
AD Sutton/Pace Setter
AFG Furniture
Airflow Collectibles Inc.
Aiwen Inc.
Alex
Amy Michelle
Angel Alert
Angel Line
Angelcare Monitors Inc.
Apples & Oranges
Argington, Inc.
Arms Reach Concepts
AromaBaby Pure-Natural-Organic
Arrow Plastics
Art Appeal, Inc.
Atlantic Furniture, Inc.
Avalon Products Inc.
Avent American Inc.
Axis International
BaBa SeatskinS
Babe Ease, LLC
Babies Alley/ La Rue Sassy
Baby Beat
Baby Bella Maya
Baby Bjorn
Baby Boom Consumer Products Inc.
Baby Bouquet
Baby Buddies
Baby Bumblebee
Baby Delight
Baby Doll Inc.

Baby Einstein
Baby Everywhere
Baby Footmuff, LLC
Baby Jogger Company
Baby King/Regent Baby Products
baby luscious designs, inc.
Baby Sherpa
Baby Smart a Div. of ABBA Inc.
Baby Tata LLC
Baby Vision Inc.
Baby World Inc.
Babylicious
Bacati, Inc.
Badger Basket Company
Bambino Mio Ltd.
Bananafish, Inc.
Bassett Furniture Industries
Beanstalk Kids
BebeForm
Bebe Star
Bela Baby
Berg Furniture
Best Chairs
Bethel International
Beyond Basics Kids
Bi-Coastal Babies
Big Belly Banks
Blue Ridge International
Boon Inc.
Bootie Baby
Boppy Company, The
Born out of Necessity, Inc.
Bosom Baby Nursing Pillows
Boudreaux's Butt Paste
Brandee Danielle
Britax Child Safety
Brooks Pond Inc.
Brown Toes, LLC

Bubble Beach
Bugaboo North America
Buggy Bagg Inc.
Bumble Ride
Bumbo (Pty) Ltd.
Bumkins Finer Baby Products/Jakki and Co. Bummis Inc.
Burlington Basket Company
C & T International/Sorelle
California Kids
Candide-Baby Group
Cardinal Gates, Inc.
Celebrations
Chanderic
Character Direct
Chariot Carriers-Croozzer Designs
Charm
Cheeky Monkey Designs, LLC
Chicco USA
Child to Cherish-Perine Lowe
ChildCraft Industries
CJ Leachco
Clairebella
Classy Kid
Cloud B
Cloud International Corp.
CNC-K.E., Inc./ Taby Tray, Inc.
CoCaLo, Inc
Colgate Juvenile Products
Combi USA
Comfortsafe Inc.
Compass
Corsican Kids
Cotton Tale Designs Inc/Baby's Dream Furniture
Creative Touch Inc.

Crib Critters
Crown Crafts Infant Products/HAMCO
Cudlie Accessory LLC
Cutie Pie Baby Inc.
DadGear LLC
Darling Baby Shoe
Darlu Enterprises
Daydreamers Inc.
Delta/Simmons
Designs 2-U Inc.
DEX Products Inc. & Whittlestone
Diaperbridge Products, LLC
diapees & wipees
Dolly Inc.
Doll Factory Inc., The
Double Decker Stroller, Inc.
Dr. Brown's Baby Bottle by Handi-Craft Company
Dream on Me
Dreamer Design
ducdud, llc.
Dutailier
Dwellbaby
Easy Expression Products, Inc.
Easy Walker Distribution Services
Eating for Two Inc.
Eden Baby Furniture
Educational Insights
Eldora GMBH
Emergency Products & Research Inc (EP&R)
Emphasis Products
Environments, Inc.
Evenflo
Farlin Infant Products Corp.
First Years, The
Fisher-Price

Exhibitor List (continued from page 4)

- Fleurville, Inc.
Fresh Baby LLC
Funny Friends
Funtasia Too, Inc.
Futur Tek
G&A USA Group
Gateway Manufacturing, Inc.
General Product International, LTD
Ginsey Industries
Glenna Jean Mfg.
Go-Go Babyz Corp.
Goldbug
Good-Care Products, Inc.
Gotcha, LLC
Grandparent Gift Co., The
Great Expectations Aust.
Green Frog Art
Grohanger
Guidecraft
Gustav Maxwell Co.
Halo Innovations, Inc.
Hanimex International
Heart to Heart Gifts, Inc.
HIS Juveniles/Alphabetz
Homegrown Kids Inc.
Hoohobbers
Hottie Tottie Designs
Hug Me Joey, LLC
Images by Ellyn Inc.
Imex Vinyl Packaging
IMP Prints Co. Ltd.
Industrios Cobitel SA de Cv
Infantino, LLC
Infantissima
Intelent, Inc.
Intertek
Inventive Minds, Inc.
- iPlay/Family Clubhouse
J & E Innovations Inc.
J Wasson Ent./Samsonite Juvenile
Jacgs Angels Corp.
Jacobson Int'l. Imports, Inc.
Jamee Haley Designs
Jeckida®
JJ Cole Collections
JL Childress Co. Inc.
Jinwoo Int'l. Inc.
Jolly Jumper
Joovy, LLC
JPS Juvenile Products, Inc.
Juvenile Solutions Inv.
K & K Enterprises
K&M International
Kalencom Corp.
Kel-Gar
Kelty Kids
Kettler Int'l. Inc.
Khoury, Inc.
Kidcarry, LLC
Kidco Inc.
Kiddies Heaven
Kiddopotamus
Kideco
Kidkraft
Kidkusion Inc.
Kids Basics & Heirloom Corp.
Kid's Korner™ By Gift Mark®
Kids Line, LLC
Kids Preferred, LLC
KidSmart Corporation
Kolcraft Enterprises
Koo Koo Designs
Kushies Baby
- L.A. Baby
LaJobi Industries
Lambs & Ivy
Leapfrog
Lenox Juvenile Group, Inc.
Let Babies Soar!, LLC
Levels of Discovery
Liandrea Company, The Lil Apples
LilyPadz
Lipper International Inc.
Litaf Industries Ltd.
Little Castle Furniture
Little Giraffe
Little Partners, Inc.
Loom, Inc.
L'ovedbaby
Loving Baby, Inc.
Luna International/Tender Toes
Luv Stuff
Mackenzie Lee Designs
Maclaren USA Inc.
Mac Motion Chairs
Magland Corp.
Magnolia Bedding
Manhattan Toy
Marlo's Inspirations, Inc.
Martinek Bebe & Just Too Cute
Mascotopia
Max Plus USA, Inc.
Maya Group, The
Meadowbrook Press
Medela, Inc.
meli melo
Melissa & Doug®
MICKY BALL Ltd.
Milestone Products Co.
Mindy Harris Juvenile
- Jewelry**
MOBI Technologies, Inc.
Mom Innovations
Mom Inventors, Inc.
Mommy Bib
Mommy's Helper/McKenzie Kids
Monkey Business
Moonlight Slumber
Morigeau-Lépine, Inc.
Mossworld Enterprises, Inc.
Mother's Intuition, Inc.
Munchkin Munchkin
Munire Furniture
My Lil Star™
My Little Sweetpea
My Nap Pak, Inc.
NA I JEE Baby Ind., Co.
Natura World Inc.
Neat Solutions Inc.
New Arrivals
Newco Int'l Inc., DBA Harmony Kids, DBA The Rockabye Glider Co.
Ningbo Winwin Industrial Co., Ltd.
Nisway Corp.
North States Industries
NuAngel Inc.
Nu-Line Baby Products, LLC
Oeuf LLC
Offi & Company (Offi Kids)
The Ohio Art Company/K's Kids
Once Upon a Potty/Child Matters Corp.
Orbit Baby, Inc.
Ore
Outside Baby, LLC
Ozark Mountain Kids

Exhibitor List (continued from page 5)

(Crafts)	Reese Li Baby	Spring Creek Furniture	USA Murals, Ltd.
PALI	Regal Lager Inc.	Spring Industries	Vanguard Designs
Pan Pacific Plastics Mfg.	Regalo International	Stokke LLC	Very Necessary
Parent Units/TV Guard Inc.	Renditions by Reesa	Stork Pins, Inc.	Villa Bella Baby
Parrilla Enterprises, LLC	Robeez Footwear Ltd.	Stroll-Air	Vintage Kids
PatchKraft Inc.	Rocking Horse Depot	Sumersault Ltd.	Visionaire Products, Inc.
Pearhead Inc.	Royal King Infant Products Co., Ltd.	Summer Infant	V Sales Co.
PediPeds, Inc.	Royal Mark, The	Sun Tome Trading	Wallables Wall Décor
Peg Perego USA, Inc.	Safe Traffic System	Sunshine Kids	Weeplay
Pem America	Safety Angel Int'l. Inc.	Susan Turner Baby	Wehsco
Penton Overseas, Inc.	Safeway Systems, Inc.	Sutemi Gear Baby Carriers	Westwood Design
Perfect Memory Publications	Salisbury, Inc.	SVAT Electronics	Whitney Bros. Co.
Perlimpinpin Inc.	Sassy Inc.	Swankie Blankie	Willbeth Inc.
Petit Boudoir	Scandinavian Child	Sweet Baby Beads	X-Tech Outdoors (tike tech)
Phototrow	Scholastic Entertainment	Sweet Kyla Inc.	You and Me Baby
Pippen Hill Designs	Se-Kure Domes & Mirrors	Sycamore Kids Inc.	Zheng Zhang USA, Inc.
PJ Kids	Serena + Lily	Teamson Design Corp.	* First time exhibitors for 2005 are in bold.
Plain Jane, Inc.	Sesame Workshop	Terra Traditions	
Plastmetic	Shelcore Toys	Tha Wittle Ones	
Play Fair Kids Wear	Shoo Shoos USA	Theraline, LLC/ Big V Pillow	
Playground Enterprises	Silver Cross Baby Inc.	Thinkativity	
Podee International	Simmons Juvenile Company, LLC	Tickle Toes	
POPPular Products, LLC	Simo (USA) Inc.	TL Care	
Prenatal Cradle Inc.	Simplicity for Children	Toddler Coddler	
Prestige Toy Corp.	Skip Hop, Inc.	Tots in Mind	
Primo	Skyro Productions, LLC	Tot-Co Inc.	
Prince Lionheart, Inc.	Sleeping Partners	TotTutors, Inc.	
Protect-a-Bub	Small World Toys	Touch for Life, LLC	
Pure Joy Collection	Snack Knack, Inc.	Travel Buddy	
Rainbow Valley Fire Department Productions	Solution Confort Design, Inc.	Trend Lab, LLC	
Rashti & Rashti (HJ Rashti)	Song Lin Industrial, Inc.	Trendy Kid	
Ravensburger FX Schmid USA	South Shore Industries Ltd.	Triboro-Cuddletime	
Razbaby Innovative Baby Products	Spankyville	Triple Play Products	
Reach Global Industries, Inc.	Spencer's Infant & Children's Wear	TS Kids	
Recaro North America	Sozo, LLC	Tuffo, LLC	
Redmon	Spirit Mountain	Twelve Timbers	
		Ty Inc.	
		Unisar Inc.	

With weeks still to go until the much anticipated event, there are already close to 1,700 buyers registered. Your competitors will be there...will you? You can't afford to miss this event!

JPMA Mission Statement

The Juvenile Products Manufacturers Association exists to advance the interests, growth, and well-being of the juvenile products industry through advocacy, public relations, information sharing, and business development opportunities.

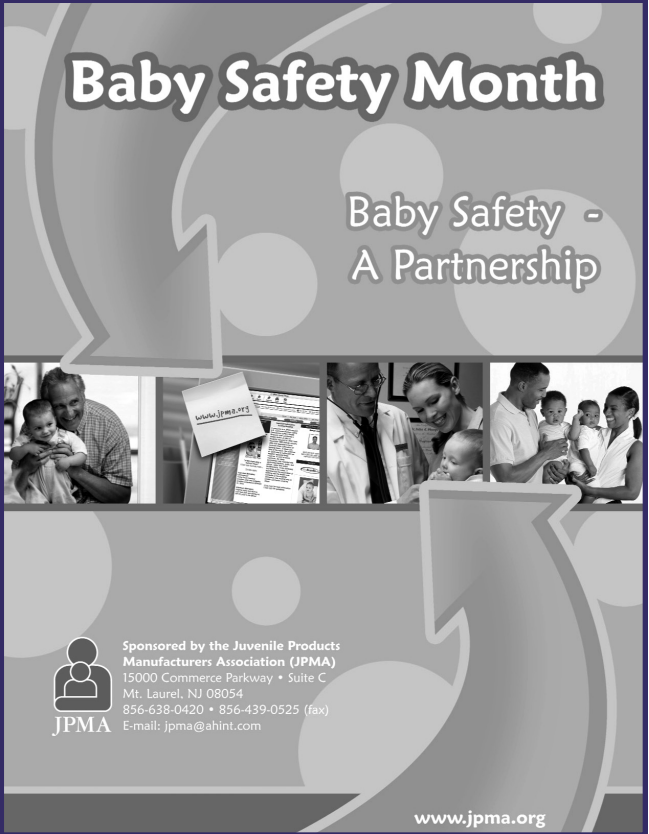
Baby Safety – A Partnership

2005 Baby Safety Month Theme Announced

We're all familiar with the popular phrase, "It takes a village to raise a child." In celebration of Baby Safety Month 2005, JPMA is embracing this slogan, and focusing on Baby Safety as a partnership between mothers, manufacturers, retailers, and JPMA.

Baby Safety Month, sponsored annually every September by JPMA, exists to educate parents and caregivers on the importance of the safe use and selection of juvenile products.

This year, JPMA will provide all of the Baby Safety Month materials electronically. Posters, press releases, logos, suggestions for in-store promotion and more will be available at www.jpma.org for you to download conveniently and use at your discretion. Materials will be available earlier this year, giving you plenty of time to promote accordingly. Materials will be available online at www.jpma.org within the coming weeks!



Baby Safety Month

Baby Safety -
A Partnership

Sponsored by the Juvenile Products Manufacturers Association (JPMA)
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New & Improved

JPMA's "Soft Goods Insert" is new and improved! The newly redesigned, slightly larger version contains more detailed guidelines for infant bedding and crib safety available in one bilingual sheet.

JPMA designed product inserts to provide information on the selection and safe use of baby products. The inserts give tips on safely caring for baby on a daily basis, not just when juvenile products are in use.

The information contained on the insert was developed by JPMA. The information is consistent with advice being promoted by the CPSC as well as the American Academy of Pediatrics (AAP) and the National Institute of Child Health and Human

Development (NICHD), in an attempt to promote public awareness of safe environments for infants.

Retailers can order up to 500 total inserts free, plus the cost of shipping and handling. Each additional increment of 500 costs \$10 plus shipping and handling. If you are interested in ordering, please visit www.jpma.org, fax your request to (856) 439-0525, or mail your order to:

JPMA

Infant Bedding Inserts
15000 Commerce Parkway
Suite C
Mt. Laurel, NJ 08054

JPMA WELCOMES ITS NEWEST MEMBERS...

As of January 2005

Always Learning USA
Baby First
Bebe Confort
Bela Baby, LLC
Brandee Danielle
Celebrations
Coastal Baby
Diaperbridge
Products LLC
Floppy Products, Inc.
Homegrown Kids, Inc.
Images by Ellyn
Kid's Korner by
Gift Mark
L'il Apples
meli melo
New Market Builders
Oeuf
Renditions by Reesa
Shoo Shoos USA
Taggies, Inc.
The Creative Frontier
The Royal Mark
Tike Tech (X-Tech
Outdoors)
TotCo Inc.
USA Murals
Vive La Fete, Inc.
Whitney Bros.

SAVE THE DATE



2006

ORANGE COUNTY CONVENTION CENTER

Monday, May 8 - Wednesday, May 10, 2006

Orlando, Florida, USA



COME SEE IT ALL!



International JPMA Show

www.jpma.org



Images courtesy of Orlando/Orange County Commission of Visitors/Business, Inc.

Sponsored by: The Juvenile Products Manufacturers Association (JPMA)

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