



Press contact:  
Elisabeth Bergöo  
PR & Marketing Coordinator  
Regal Lager, Inc.  
(678)819-5801 direct or  
elisabeth@regallager.com

FOR IMMEDIATE RELEASE

## **Carolina Baby Company to represent Regal Lager brands – Cybex, Bambino Mio, Dékor and Lascal**

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**KENNESAW, GEORGIA – February 2, 2010** With the expansion of their new brands, including Cybex strollers, carriers and car seats and Bambino Mio cloth diapering system, Regal Lager has appointed Jim and Marlo Poole of Carolina Baby Company to be part of their national sales reps force. Jim and Marlo will be calling on retailers in the Mid-Atlantic territory, VA, MD, DC, SC, NC as well as in Delaware and Eastern Pennsylvania.

Jim and Marlo Poole are no strangers to the juvenile industry. They are former specialty baby and maternity store retailers from Southern California who relocated to the Southeast, and the last few years have been enjoying representing gift and accessory lines, as well as several gear lines. They have a showroom at the Atlanta Gift Market – for which they recently won a “Best of Floor – Visual display Award” for the best looking showroom on the floor.

Relations are important to the Pooles - “We strongly believe that the best sales reps are capable of marketing not only the products they represent, but the service, trust and understanding that they can provide through long term relationships with buyers as well as manufacturers”.

As many retailers in the territory are aware, Carl Jett, a long term, excellent sales rep and friend of the Regal Lager family, is retiring after more than ten years with the company. We thank Carl Jett and wish him the very best of luck in his retirement and future adventures. Jim and Marlo Pool come to us highly recommended and we are confident they are going to be successful in filling his shoes. For more information about Carolina Baby Company, please visit [www.carolinababyco.com](http://www.carolinababyco.com) or call them on (864)882-3183.

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### **About Regal Lager, Inc.**

Regal Lager is a distributor of carefully selected high quality baby and children's products to the United States and Canada. Our mission is to build quality brands through excellent customer care; quick distribution to quality retailers, catalogs and select websites; and through national advertising online and in magazines for expecting and new parents. For more information, please visit [www.regallager.com](http://www.regallager.com)