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reddot design award

**FOR IMMEDIATE RELEASE**

## **CYBEX Callisto stroller wins the prestigious “red dot” design award 2010**

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**KENNESAW, Georgia - April 15, 2010** — Regal Lager, exclusive distributor of the European, high end brand CYBEX, is proud to announce that CYBEX products once again have been awarded the internationally recognized seal of quality for award winning product design. The CYBEX brand was virtually showered this year with no less than three accolades, making it one of the most outstanding winners of the highly distinguished design award.

[http://en.red-dot.org/fileadmin/bilder/Presse/Basispressemappe/About\\_red\\_dot\\_world.pdf](http://en.red-dot.org/fileadmin/bilder/Presse/Basispressemappe/About_red_dot_world.pdf)

The **red dot design award** ranks among the largest and most renowned design competitions in the world. An international jury reviews and evaluates the submitted products according to criteria such as degree of innovation, functionality and the formal quality. The international jury of experts this year presented the **CYBEX Callisto 3-in-1 mobility system** (stroller, carry cot and infant car seat) with the highest accolade, “Winner of the Red Dot Design Award”. While the Callisto stroller and the Callisto carry cot are already popular with parents in the US, the infant car seat will be released to the US market in the fall of 2010. This year, more than 1600 companies from 57 countries entered over 4000 products to compete for the award.

“Three prizes for three entries is phenomenal, especially given the fierce competition and the general display of expertise, says Martin Pos, President of CYBEX. We are all delighted. After all, these coveted design awards bear witness to our adamant refusal to compromise when combining safety, functionality and design”. “We are particularly delighted that the Callisto, already very popular with parents all over the US, received such a high distinction”, says Pos.

Two other CYBEX products, the first.GO baby carrier and the Pallas car seat, also received recognition. The CYBEX design team and products received major attention and recognition already in the Red Dot Design Awards 2008 and 2009; one of the winning products being the Solution X-fix high back booster seat, now available on the US market, combining a high degree of safety with straight forward functionality.

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### **About CYBEX International, Ltd.**

CYBEX develops and distributes safe, innovative and lifestyle oriented goods in the baby and children’s sector. Headquartered in Kulmbach, Germany, the company is growing rapidly and currently now covers thirty countries. For more information about the Quality and Fashion Forward brand CYBEX, please visit, please visit [www.cybex-online.com](http://www.cybex-online.com)

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

Regal Lager is the exclusive 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. For more information on our other brands including Bambino Mio, Dékor and Lascal, please visit [www.regallager.com](http://www.regallager.com)



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