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FOR IMMEDIATE RELEASE

Baby Carrier of Swedish Design Wins Prestigious Award

The Lascal M1 carrier gains notable recognition for its innovative design and superior fabrics

KENNESAW, GEORGIA – May 20, 2008 – The Lascal M1 Carrier, the next generation of baby carriers that offers superior support and comfort for baby as well as for parent, recently garnered the prestigious iParenting Media Award. This award recognizes the M1 Carrier as an Excellent Product in the Gear and Equipment category.

The 2008 Excellent Products Call for the iParenting Media Awards had thousands of products submitted and each product was placed in the rigorous certified product evaluation system. After being evaluated by outside reviewers, the committee granted the innovatively designed carrier the “Seal of Approval” from the highly esteemed program.

The soft and naturally anti-bacterial Bamboo fabric isn’t the only feature that is turning heads. The double-click safety feature and built-in support for baby’s growing spine are some of the most renowned features. Additionally, the highly adjustable front piece that creates a secure and comfortable fit for small and growing babies, and the removable, fully interchangeable Top Covers have become a “must have” that has made this carrier highly popular among parents everywhere.

When asked if the M1 Carrier was comfortable, an iParenting Media Award Reviewer stated, “Yes and I would use this carrier over others though, because it is so user friendly.”

For more information about the Lascal M1 Carrier, including a video demonstration of the M1’s unique features, please visit www.lascal.se.

About Lascal

Lascal is an innovative Swedish company whose philosophy is to develop and manufacture high quality products that fulfill a real demand, and contribute to the security of a child’s environment. For more information, visit www.lascal.se.

About Regal Lager, Inc.

Regal Lager is a distributor of high quality baby and children’s products to the United States and Canada. Our mission is to “Build our Brands” through excellent customer care; quick distribution to quality retailers, catalogs and select websites; and through national advertising. For more information about our brands, visit www.regallager.com