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FOR IMMEDIATE RELEASE

Lascal and Regal Lager Win 2009 JPMA Innovation Awards

The new Kiddy Guard Avant Child Safety Gate is recognized among industry experts for its design, safety and innovation

Kennesaw, September 25, 2009 - Regal Lager is proud to announce that the KiddyGuard Avant safety gate by Lascal has been selected as a winner of the 2009 JPMA Innovation Awards Competition. Internationally recognized, the Innovation Awards highlight some of the most exciting new products in the marketplace today. Held annually, the Awards are sponsored by the Juvenile Products Manufacturers Association.

More than 100 products were entered, with only 10 winners selected. The competition was held during the ABC Kids Expo in Las Vegas Sept. 13-16, 2009 where each exhibiting company at the show was invited to submit new products introduced in the market within the last year. Entries were evaluated by a selection committee of trade media representatives and industry retail buyers, and were judged on their innovation, marketability, trend-setting potential, appeal and usefulness.

The Lascal KiddyGuard Avant takes roll away gates to the next level. The Avant is the perfect balance of contemporary design, advanced functionality and complements any home. It is highly versatile and easily installs in doorways or any openings up to 51" wide, as well as at the top of stairs. High quality materials include anodized aluminum casing and soft and sturdy mesh that can hold up to 220 lbs. The safety gate requires a minimum amount of space and "disappears" when not in use.

"Lascal is honored to have been chosen as one of the 10 winners at this year's JPMA Innovation Awards Competition," commented Bengt Lager, president of Regal Lager, the exclusive distributor in the U.S. "This prestigious designation is a highly coveted and exciting international industry event."

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About Lascal Ltd.

Lascal creates safe and enjoyable products, such as safety gates and stroller boards for families to experience. Lascal's philosophy is to develop and manufacture high quality products that fulfill a real demand, and contribute to the security of a child's environment. Through continual product refinement and a drive for excellence, Lascal maintains its philosophy by creating safe and innovative products. 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, select websites, and by national advertising online and in the most informative magazines for expecting and new parents. For more information visit: www.regallager.com.



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