



News Release

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SafeGuard Go and SafeGuard Child Seat Garner Six Industry Honors

Orlando, FL and Westfield, IN – April 23, 2007 – Today at the JPMA show in Orlando, SafeGuard, a division of IMMI, announced two new awards for its revolutionary SafeGuard Go, introduced at the 2006 Juvenile Products Manufacturers Association (JPMA) show.

The SafeGuard Go has earned the prestigious Gold NAPPA Award, as well as being recognized with an Editor's Choice Award by Fit Pregnancy Magazine. Last spring, the seat earned the "Best of the Best – Hot" product distinction in the prestigious iParenting Awards, for its revolutionary design and ease of use.

The first-ever "hybrid" car seat, the SafeGuard Go blends the safety of a 5-point harness with the portability of a backless booster. Lightweight and compact, the seat features a one-of-a-kind, flexible back, which allows it to fold easily away in a convenient travel bag when not in use.

"SafeGuard is very proud to be a recipient of a second Gold NAPPA Award," said Steve Wallen, General Manager of SafeGuard. "These types of awards validate our effort as a company to design and manufacture outstanding child safety seats that meet the needs of parents who demand products that are safe and exceptionally easy to use."

Just after its introduction in September 2005, the SafeGuard Child Seat was awarded an iParenting Award in the "Best of the Best – Hot" product category, and last spring it was selected as a Gold NAPPA Award winner for its outstanding safety features and ease of installation. Fit Pregnancy recently selected the SafeGuard Child Seat as one of the best child safety seats on the market today.

The SafeGuard Child Seat was created to be a safer child seat, packed with more safety features than any other product on the market. Designed and built to tackle and resolve the five most common misuses of child seats, the SafeGuard Child Seat offers convenience and technology that far surpasses other seats.

SafeGuard President and General Manager Steve Wallen pointed to the increased availability of both the SafeGuard Go and the SafeGuard Child Seat, now available from more than 150 specialty retailers in the US. "Setting up specialty retailers has been a major focus in 2006, as it will continue to be in 2007. These are the stores with knowledgeable salespeople who can answer parents' safety questions. We work hard to educate retailers, who in turn educate the consumer."

About SafeGuard

SafeGuard has been the leader in child passenger protection for more than 20 years and is the largest child seating safety products manufacturer in the world. With its own state-of-the-art crash test facility, in-house certified passenger safety technicians, and engineers who are experts in their field, SafeGuard is working to achieve one goal: to provide the most advanced protection for your child. For more information about SafeGuard, visit safeguardseat.com, or call 800-985-3974.

About IMMI

SafeGuard and LifeGuard Technologies are divisions of IMMI, a world leader in occupant protection, based in Westfield, Indiana. The company produces hundreds of products for various sectors, including the commercial vehicle, fire/EMS, child seating and school bus industries. IMMI is a privately held, international company that tests to U.S., European and Australian standards and is ISO 9001:2000 certified. For more information, visit imminet.com.

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