



**Public Relations Contact:**  
Rebecca Scholer  
IMMI Marketing  
317.867-8283  
rebecca.scholer@imminet.com

**SafeGuard Go<sup>®</sup> Reintroduced  
as the Safety 1<sup>st</sup> Go Hybrid<sup>™</sup> Booster Car Seat  
by Dorel Juvenile Group, Inc.**

**Westfield, IN – September 13, 2009** – Today at the ABC Kids Expo trade show, IMMI, the leading manufacturer of child seating components, announced that it has ceased manufacturing child car seats. Dorel Juvenile Group, Inc., a division of Dorel Industries (TSX: DII.B, DII.A), and the nation's largest juvenile products manufacturer, is re-introducing SafeGuard Go as the Safety 1<sup>st</sup> Go Hybrid<sup>™</sup> Booster Car Seat to increase the availability of this unique product to U.S. consumers.

In the latest ease of use ratings published by NHTSA, the SafeGuard Go received a four star rating, the highest of any restraint in the category of combination seats used in forward facing mode.

IMMI Sales Director James Johnson explains the relevance of the high NHTSA rating for the SafeGuard Go. "This rating demonstrates that IMMI was successful in its effort to advance the state of the art in components," Johnson explained. "The safety components and advanced restraint systems we introduced to the industry are being shown at ABC and are now available to child restraint manufacturers for integration into their current and future product lines."

"The Safety 1<sup>st</sup> Go Hybrid Booster Car Seat fills a unique niche in its product line and is just one of many innovative parenting solutions offered by Dorel Juvenile Group, Inc." commented Dorel President Dave Taylor. "It's the only product on the market that blends the portability of a backless booster with the unmatched safety of a 5-point harness. Children can use this product from the time they are ready for a forward facing seat up to 60 pounds."

Johnson explains the company's shift in strategy. "IMMI has determined that we can best serve our mission by placing emphasis on working directly with child seating manufacturers to advance the state of the art for advanced restraint systems and to get new technology in the hands of parents," Johnson said. "Significant opportunities in the components business, as well as the company's priority on maintaining strong long term relationships with industry partners, lead us to take a different approach to the market."

Johnson applauds the effort NHTSA has made to improve the safety and ease of use of car seats for America's children. "NHTSA continues to push the industry toward making child seats easy to use," Johnson said. "The latest research shows that over 70 percent of car seats are used improperly – with misuses like loose harness straps and loose attachment to the vehicle. We know that innovatively designed component systems can make child restraints easy to use correctly. Our mission is to redefine what parents expect from their car seats."

**About SafeGuard**

IMMI<sup>®</sup>, based in Westfield, Ind., is the largest child seating safety components manufacturer in the world and has been the industry leader in child and bus passenger protection for more than 30 years. Utilizing a modern crash-test facility, sophisticated engineering and advanced manufacturing operations, IMMI develops and supplies innovative, proven **SafeGuard<sup>®</sup>** restraint systems and seating solutions for customers worldwide.

**About Dorel Industries Inc.**

Dorel Industries Inc. (TSX: DII.B, DII.A) is a world class juvenile products and bicycle company. Established in 1962, Dorel creates style and excitement in equal measure to safety, quality and value. The Company's lifestyle leadership position is pronounced in both its Juvenile and Bicycle categories with an array of trend-setting products. Dorel's powerfully branded products include Safety 1st, Quinny, Cosco, Maxi-Cosi and Béb  Confort in Juvenile, as well as Cannondale, Schwinn, GT, Mongoose, Iron Horse and SUGOI in Recreational/Leisure. Dorel's Home Furnishings segment markets a wide assortment of furniture products, both domestically produced and imported. Dorel is a US\$2.2 billion company with 4700 employees, facilities in eighteen countries, and sales worldwide.

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