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MUNCHKIN, INC. SELECTS FORMULA AS PUBLIC RELATIONS AGENCY OF RECORD

National PR Boutique Selected to Promote Award Winning Innovator of Infant and Toddler Products

SAN DIEGO, Calif. (April 2008) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, today announced that it has been selected by Munchkin, Inc., innovator of infant and toddler products, as its public relations agency of record according to Michael Olguin, president of Formula. The agency will seek to engage parents through media exposure, promotions and strategic partnerships in an effort to raise awareness for the creative products Munchkin develops for today’s parents.

“We selected Formula as our public relations agency because they offer a unique perspective on the parenting industry, and their ongoing work for Bamboo, the pet division of Munchkin Inc., has resulted in impressive media exposure nationwide,” explained Doug Gillespie, vice president of marketing of Munchkin, Inc. “Formula demonstrates an exceptional understanding of how to create a connection between parents and relevant brands, and we look forward to working with the entire team.”

Formula has been charged with broadening brand awareness amongst parents nationwide, and will launch a multifaceted campaign to include national and trade media relations, product promotions, co-branding partnerships, as well as non-traditional media outreach to blogs and other social media networks geared towards parents. Additionally, Formula will seek to raise the profile of Munchkin executives as experts within the field of family and parenting.

“Munchkin is a brand that resonates with parents. They makes high quality, innovative products that today’s parents feel confident about purchasing,” said Michael Olguin, president of Formula. “We look forward to supporting their mission to simplify parents’ lives with ‘The little things’.”

About Munchkin, Inc.

A privately held company headquartered in North Hills, Calif., Munchkin, Inc. designs, manufactures and markets baby products that excite, delight and make life easier for families. Founded in 1991, Munchkin, Inc. has placed great emphasis on anticipating parents' needs and finding fresh ways to address them. As a result of this focus on innovation, Munchkin has pioneered numerous concepts in the baby care industry including the Bottle & Nipple Brush, White Hot Technology[®], Teething Blanket and Teether Babies. In addition, Munchkin has been granted more than 50 United States patents and has won over 30 industry awards, including the coveted Target[®] Corporation Partner Award of Excellence in 2005. Endorsed and recommended by lactation consultants, medical professionals, toy specialists and parents, Munchkin products can be found at more than 25,000 retail outlets internationally. For more information, visit www.munchkin.com.

About Formula

Formula was founded in 1992 as a national public relations boutique. The agency is headquartered in San Diego and has additional offices in Los Angeles and New York. Unlike traditional PR firms, Formula creates brand activation programs for clients utilizing a suite of integrated marketing services including media relations, grassroots/street teams, events, promotions, co-branding and Hollywood relations. The agency specializes in consumer, lifestyle, sports, entertainment, business, technology, and tourism/hospitality accounts. Current clients include Mattel Inc., ESPN Deportes, Newcastle Brown Ale, ConocoPhillips, Kashi, Easton Sports, and the Turks & Caicos Tourism Board, among many others. For more information, please call (619) 234-0345 or visit www.formulapr.com.

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