



## **Media Contact**

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**NORTH BERGEN, NJ—December 23, 2009**— In response to a report released by the Insurance Institute For Highway Safety ([www.iihs.org](http://www.iihs.org)) Status Report Vol. 44, No 11, Dec. 22, 2009, Harmony Juvenile Products ([www.harmonyjuvenile.com](http://www.harmonyjuvenile.com)) is informing its customers, supporters, and the general public that the report makes numerous erroneous statements that may mislead the company’s stakeholders about the safety of car booster seats in the market.

Most notably, the IIHS:

1. Does not take into consideration dynamic testing on car seats;
2. Does not reference the validity of U.S. FMVSS 213 safety standard as the U.S. recognized standard for car seat safety;
3. Makes the assumption that proper belt fit as determined by the IIHS is correlated to the actual and/or total safety of the car seat;
4. Omitted to qualify their statements as opinion rather than fact.

“First and foremost, we are a safety company,” says Ely Goldberg, President of Harmony Juvenile Products. “We take every diligence in testing our products and have a flawless safety and quality record spanning almost two decades of caring for children’s safety worldwide. The SECURE Comfort Deluxe Booster Seat has been evaluated in simulated crash tests according to U.S. standards and is compliant with all safety requirements – among the world’s most stringent.”

The company’s child booster seats have not only exceeded all U.S. FMVSS 213 safety standards, but also internationally recognised standards across the European Union as well as Australia. The company’s products have been tested by third-party independent experts for both static and dynamic safety in numerous simulated crash tests, and are among the industry’s safest.

“The IIHS has not provided any conclusive evidence that the tests in question were conducted properly and consistently and in accordance with nationally recognized safety standards,” added Goldberg. “We believe the IIHS is misleading the marketplace with its evaluations and is not a governing body relating to car seat safety standards.”

The Juvenile Products Manufacturers Association ([www.jpma.org](http://www.jpma.org)) the national trade organization representing 95% of the prenatal to preschool industry, strongly objected to the

IIHS report and findings. Their statement can be found at [http://www.jpma.org/pdfs/JPMA-IIHS\\_Booster\\_Seats.pdf](http://www.jpma.org/pdfs/JPMA-IIHS_Booster_Seats.pdf)

More information relating to the safety of the SECURE Comfort Deluxe Booster Seat will be posted shortly at [www.securejuvenile.com](http://www.securejuvenile.com).

### **About Harmony Juvenile**

Harmony Juvenile Products provide the highest quality car booster seats using innovative product designs that meet the most stringent testing standards. Perfectly designed for a harmonious balance between form and function, these products deliver the highest levels of safety, comfort and style — all at affordable prices. All Harmony's car booster seats exceed all U.S. FMVSS 213 safety standards, and have been tested to international front, rear and side-impact standards. Only the most comfortable foams and premium materials are used, ensuring an enjoyable ride for children. Harmony's products have been market tested the in the U.K, France, Germany, Australia and other markets, and have received awards for its products that are exceptionally safe, comfortable, and easy-to-use. For more information, visit [www.harmonyjuvenile.com](http://www.harmonyjuvenile.com) and [www.securejuvenile.com](http://www.securejuvenile.com).