



PRENATAL EDUCATION SYSTEM®

When learning begins®

FOR IMMEDIATE RELEASE:
April 15, 2008

CONTACT:
Chris Herbert 217.421.7580
DCC Marketing

BabyPlus® prenatal education system now available at Target.com

BabyPlus® Co. re-signs three year contract with Dorel Juvenile Group to expand distribution network

FISHERS, IN – BabyPlus® Prenatal Education System is now available for purchase online at Target.com, Managing Director Chris Adams announced today. The online retail outlet will now carry BabyPlus®, the only prenatal learning system on the market, as a result of a renewed contract with Dorel Juvenile Group USA, a world class juvenile products company and part of Dorel Industries (TSX: DII.B; DII.A). In the last year, sales of BabyPlus® units through Dorel distribution sites, including BabiesRUs.com and Amazon.com, have increased 550 percent.

“We are very excited to introduce BabyPlus® to the customers who shop Target.com. We have seen tremendous growth over the last three years working with Dorel. They have a great distribution network to reach our target consumer, expectant parents,” Adams said. “BabyPlus® is a wonderful system that offers parents an opportunity to give their baby a head start, allowing them to enrich their little one’s cognitive development during the prenatal months.”

BabyPlus® is a patented prenatal system introduced during pregnancy that is designed to strengthen your child’s learning capabilities in the womb. The curriculum is comprised of 16 lessons, each containing a different variation of sounds patterned after the mother’s heartbeat. These sounds help enrich the baby’s cognitive development and give your newborn a head start with benefits that last a lifetime.

BabyPlus® parents report babies more readily nurse, display an increased ability to self-soothe and are more relaxed and alert at birth; and, later in life reach earlier developmental milestones, show improved school readiness and greater creativity and independence.

“Dorel Juvenile Group USA is dedicated to providing quality products to caregivers. We are always interested in anything we can do to benefit the well-being of children. We are delighted to partner with BabyPlus® as they offer something truly unique to the market,” said Dave Taylor, CEO Dorel Juvenile Group.

BabyPlus® is also sold in Mimi Maternity, A Pea in the Pod and Destination Maternity stores in the United States. BabyPlus® is also available on Johnson & Johnson’s site, Babycenter.com and can also be found in 24 additional countries worldwide. To learn more about BabyPlus® and the benefits associated, log onto www.babyplus.com.



PRENATAL EDUCATION SYSTEM®

When learning begins®

Dorel Industries (TSX: DII.B, DII.A) is a global consumer products company engaged in the designing, manufacturing and marketing of a diverse portfolio of powerful consumer brands, sold through its Juvenile, Home Furnishings, and Recreational/Leisure segments. Headquartered in Montreal and with significant operations in the United States and Europe, Dorel employs approximately 4,700 people in 15 countries. Annual sales are US\$1.8 billion and are made in over 60 countries worldwide.

US operations include Dorel Juvenile Group, which markets the Cosco and Safety 1st brands as well as Eddie Bauer and Disney Baby licensed products; Ameriwood Industries, which markets ready-to-assemble furniture products under the Ameriwood, Carina, SystemBuild, Altra Furniture and Ridgewood brands; Cosco Home & Office, which markets home/office products under the Cosco brand and Samsonite license as well as home healthcare products under the Cosco Ability Essentials and Adepta brands; and Pacific Cycle, which markets several brands including Schwinn, Mongoose, GT, InSTEP, Playsafe and Roadmaster. In Canada, Dorel operates Dorel Distribution Canada, Ridgewood Industries and Dorel Home Products. Dorel Europe markets juvenile products throughout Europe, under the Bébé Confort, Maxi-Cosi, Quinny, Safety 1st, Babidéal, Mon Bébé and Baby Relax brands. Dorel Asia sources and imports home furnishings products. Dorel is the majority owner of IGC Dorel Pty, a manufacturer and distributor of juvenile products in Australia, whose two principal brands are Bertini and Mother's Choice. Dorel also has eight offices in China, headquartered in Shanghai, which oversee the sourcing, engineering and logistics of the Company's Asian supplier chain.

###