BABY SAFETY MONTH KICKS OFF WITH CHILD CAR SEAT SAFETY AWARENESS & INSTRUCTION EVENTS
Baby Depot at Burlington Coat Factory and Evenflo Team Up for Project Checkpoint™

Burlington, NJ – September 1, 2011 – To celebrate Baby Safety Month this September, Baby Depot at Burlington Coat Factory, the perfect destination for new and expectant mothers for all baby furniture and accessory needs, has teamed up with Evenflo, a trusted partner in the development of innovative infant equipment, to raise awareness about the importance of child car seat safety by hosting Project Checkpoint™ events in select store locations across the country.

For the past 10 years, Project Checkpoint™ has provided life-saving information and instruction to thousands of consumers on the proper installation of car seats. According to the Evenflo Savvy Parents survey, 65% of mothers and 72% of fathers encounter challenges when installing car seats*. Today, Baby Depot at Burlington is proud to announce its partnership with Evenflo, a union designed to enhance this long-standing program by increasing awareness about proper car seat installation and identifying appropriate car seats for children of varying ages. When child restraint systems are used properly, they reduce fatal injury in passenger cars by 71% for infants and 54% for toddlers, according to the National Highway & Transportation Safety Administration.

“Burlington has a strong tradition of serving families at everyday low prices and we are delighted to welcome Evenflo, a trusted brand in car seat safety, to our family in celebration of September’s Baby Safety Month,” said Thomas Kingsbury, president and chief executive officer of Burlington Coat Factory.

“Having a child is an exciting time for any family, but it can also be overwhelming. Through one-on-one education on car seat safety and proper installation, Baby Depot’s Project Checkpoint™ provides an invaluable service to families and we are pleased to join this proven program,” said Robert Conley, President of Evenflo.

To find a Project Checkpoint™ event near you, visit http://goo.gl/HzWpr.

*Evenflo Savvy Parents Survey 2010

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About Burlington Coat Factory

Burlington Coat Factory, a national retail chain offering current, high-quality, designer and name-brand merchandise for the entire family at up to 60 percent off department store prices every day, provides a broad selection of product categories. Departments include ladies’ sportswear, menswear, family footwear, children’s clothing, furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington Coat Factory, founded in 1972, has expanded from a single store selling coats to a multi-department retail chain with more than 460 stores in the United States and Puerto Rico. In 2006, Bain Capital purchased Burlington Coat Factory. For more information, visit www.BurlingtonCoatFactory.com. Follow us on Twitter: www.twitter.com/BCFTweets, like us on Facebook: www.facebook.com/BurlingtonCoatFactory.

About Evenflo:

Headquartered in Miamisburg, Ohio, Evenflo Company, Inc. is a privately-held leading manufacturer and marketer of infant and juvenile products. Evenflo was founded in 1920 and is a top supplier of infant and juvenile products to key retailers such as Toys “R” Us, Babies “R” Us, Wal-Mart, Target, and K-Mart. The company’s product offering spans a broad range of essential infant and juvenile product categories, including car seats, baby travel systems, infant and toddler feeding, infant carriers, stationary activity centers and home safety products. Evenflo’s premier brand name has 97 percent awareness with new mothers, and the company enjoys #1 or #2 market share positions in 10 important product categories. For more information on Evenflo, visit www.evenflo.com. Follow us on Twitter: www.twitter.com/EvenfloBaby, like us on Facebook: www.facebook.com/EvenfloBaby

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