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Media Contact:

Alise Kreditor, KMC, 516-482-4866. alise@kmc-pr.com

25% of SIDS Babies Found with their Heads Covered According to New Study

HALO® SleepSack® Wearable Blanket Offers Safer Solution

Minneapolis (June 15, 2008) - According to a new study* on Sudden Infant Death Syndrome (SIDS) by Dr. Edwin A. Mitchell of the University of Auckland in New Zealand and colleagues noted in the medical journal Pediatrics, babies who die of sudden infant death syndrome are found with their heads covered about 25 percent of the time. The conclusion of the studies supports recommendations to avoid anything in the crib which can cover baby's head in order to reduce the risk of SIDS.

"Although the study recommends that parents try the 'feet to foot' method of placing baby at the foot of the crib inside a tightly tucked blanket, as baby gets older and more mobile, there is still the risk of movement, and the baby's head could become covered by the blanket," offers Bill Schmid, founder, HALO Innovations, makers of the nation's best-selling wearable blanket for babies.

The HALO® SleepSack® wearable blanket (www.halosleep.com) is a safer alternative to blankets and can lower the risk of SIDS. It is intended to lessen the likelihood that a baby can get entangled with clothing and loose bedding during sleep. The SleepSack® wearable blanket is sleeveless and is worn over pajamas or a t-shirt to take the place of loose blankets. It carries the First Candle/SIDS Alliance #1 Safe Sleep Product Gold Seal and is being used at more than 150 hospitals nationwide.

The study released on June 3, 2008 reinforces warnings from the U.S. Consumer Products Safety Commission against loose bedding in the crib that can bunch up around a baby's mouth causing dangerous re-breathing of carbon dioxide -- a leading risk factor for SIDS. These warnings have made many parents unsure about how to keep their baby comfortable and safe.

FEATURES FOR SAFETY

When selecting sleepwear for babies, these features can help ensure safe sleep for baby:

- *Sack Design.* Babies can't kick off covers so they stay warm and comfortable throughout the night. A generous fit makes it easy for the baby to move and kick legs, yet it makes it harder for babies to roll on to their stomach and climb out of the crib.
- *Sleeveless.* Reduces the risk of the baby re-breathing into the sleeve, as well as overheating. Easy to slip onto a sleeping baby.
- *Inverted Zipper.* Zippers that close from top to bottom so it's harder for babies to unzip, and the zipper won't catch on the baby's chin. Easy to change diaper without disrobing the baby.
- *Reminder Logo.* An embroidered logo reminds caregivers (including babysitters and relatives) to put babies to sleep on their backs.
- *Baby Friendly Fabrics.* Material that wicks moisture and breathes results in less overheating. Look for fabrics that will be durable through many washings.
- *Swaddle Feature.* SleepSack wearable blankets also have several styles with a swaddle feature that can be adjusted for swaddling with arms in or out and can be removed leaving a standard SleepSack wearable blanket for use once the baby outgrows swaddling.

AN AWARD WINNER

In addition to various awards from within the juvenile industry which HALO has garnered, the company has recently been recognized for its unique products by the Home Safety Council, the only national nonprofit organization dedicated to preventing home injuries.

AT HOSPITALS

Many hospitals and neonatal intensive care units are also transitioning from receiving blankets to using the HALO SleepSack wearable blankets in the hospital nursery and also providing SleepSack wearable blankets and SleepSack Swaddles to parents as they leave the hospital with their newborns. This modeling program enables parents to establish safe sleep practices at home.

RETAIL AVAILABILITY

HALO SleepSack wearable blankets are available in a variety of styles, sizes and colors for children preemie to two years at manufacturer's suggested retail of \$19.95-\$29.95. They are available at Babies 'R Us stores and Web site, Buy Buy Baby stores, JC Penney catalog and Web site, Right Start, Toys 'R Us, Target.com, LandsEnd.com, Sears and Shopko. Product can also be ordered via phone 888-999-HALO or online at www.halosleep.com. A portion of sales for each

SleepSack wearable blanket and SleepSack Swaddle sold go to First Candle/SIDS Alliance to fund ongoing SIDS research, education and family support.

ABOUT HALO INNOVATIONS AND FOUNDER WILLIAM SCHMID

Based in Minneapolis, Minn., HALO Innovations has a singular mission: to help create a healthy and safe sleep environment for people of all ages. Founded in 1994 by William Schmid, who began researching sleeping environments after he lost an infant daughter to SIDS three years earlier, HALO is dedicated to developing products that set new standards for the safety and improved health of sleeping infants and bringing peace of mind to one's home. For more information, visit www.halosleep.com.

(* A copy of the study can be found at <http://pediatrics.aappublications.org/cgi/content/full/121/6/e1478>)