

# RUSS BERRIE AND COMPANY, INC.



## AT THE COMPANY

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## FOR IMMEDIATE RELEASE

### **Russ Berrie And Company, Inc. to Change Corporate Name to “Kid Brands, Inc.”**

*New Name Reflects Focus on Infant and Juvenile Industry*

**Wayne, N.J. — September 9, 2009** — Russ Berrie and Company, Inc. (NYSE: RUS) today announced it intends to change its corporate name to Kid Brands, Inc., subject to shareholder approval later this month. The new name reflects the Company's transformation and growth strategies focused on the infant and juvenile products industry globally.

Bruce G. Crain, Chief Executive Officer and President, commented, “Our decision to pursue a new corporate identity as Kid Brands, Inc. is the culmination of our Company’s transformation toward focusing purely on the attractive infant and juvenile products industry. The name reflects and communicates our current portfolio of infant and juvenile businesses and is also consistent with our additional growth strategies and intentions to enter complementary and adjacent categories over time. Further, we believe our new name reinforces our core strategy of industry leadership through design-led and innovative branded product offerings and sends a clear message about our ability to bring comprehensive solutions to our retailer partners and to consumers.”

The Company plans to continue to market its branded products primarily under the brand names of its subsidiaries (Kids Line<sup>®</sup>, LaJobi<sup>®</sup>, Sassy<sup>®</sup> and CoCaLo<sup>®</sup>), and also continue to offer programs under select licenses such as Carter’s<sup>®</sup>, Disney<sup>®</sup>, Graco<sup>®</sup> and Serta<sup>®</sup>.

Shareholders have been notified of the proposal to change the corporate name to Kid Brands, Inc. through the Company's proxy statement and the vote will take place at the Company's Annual Meeting planned for September 22, 2009. If the name change is approved, the Company anticipates that its trading symbol on the NYSE would be changed to "KID" as soon as possible thereafter.

## **About Russ Berrie and Company, Inc.**

Russ Berrie and Company, Inc. and its subsidiaries are leaders in the design, development and distribution of infant and juvenile branded products. Its design-led products are primarily

distributed through mass market, baby super stores, specialty, food, drug, independent and e-commerce retailers worldwide.

The Company's operating business is composed of four wholly-owned subsidiaries: Kids Line, LLC; LaJobi, Inc; Sassy, Inc.; and CoCaLo, Inc. Through these subsidiaries, the Company designs and markets branded infant and juvenile products in a number of complementary categories including, among others: infant bedding and related nursery accessories and decor (Kids Line<sup>®</sup> and CoCaLo<sup>®</sup>); nursery furniture and related products (LaJobi<sup>®</sup>); and developmental toys and feeding, bath and baby care items with features that address the various stages of an infant's early years (Sassy<sup>®</sup>). In addition to the Company's branded products, the Company also markets certain categories of products pursuant to various licenses, including Carter's<sup>®</sup>, Disney<sup>®</sup>, Graco<sup>®</sup> and Serta<sup>®</sup>. Additional information about the Company is available at [www.russberrieij.com](http://www.russberrieij.com).

*Note: This press release contains certain forward-looking statements. Additional written and oral forward-looking statements may be made by the Company from time to time in Securities and Exchange Commission (SEC) filings and otherwise. The Private Securities Litigation Reform Act of 1995 provides a safe-harbor for forward-looking statements. These statements may be identified by the use of forward-looking words or phrases including, but not limited to, "anticipate", "believe", "expect", "project", "intend", "may", "planned", "potential", "should", "will" or "would". The Company cautions readers that results predicted by forward-looking statements, including, without limitation, those relating to the Company's future business prospects, revenues, working capital, liquidity, capital needs, order backlog, interest costs and income are subject to certain risks and uncertainties that could cause actual results to differ materially from those indicated in the forward-looking statements. Specific risks and uncertainties include, but are not limited to those set forth under Item 1A, "Risk Factors", of the Company's most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q filed with the SEC. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.*