

Kid Brands, Inc.™

essentials for infants & kids



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DRAFT - FOR IMMEDIATE RELEASE

KID BRANDS, INC. CELEBRATES 25 YEARS OF TRADING ON THE NYSE AND NEW CORPORATE NAME BY RINGING THE NYSE CLOSING BELL®

Wayne, N.J. — January 13, 2010 — Kid Brands, Inc. (NYSE: KID), formerly Russ Berrie and Company, Inc., commemorated 25 years of trading on the New York Stock Exchange as well as a new corporate name and ticker symbol by ringing The NYSE Closing Bell® on Tuesday, January 12.

Accompanying Bruce G. Crain, President and CEO, on the bell podium, were other Kid Brands executives and a group of infants and parents. Among them were an army specialist, his wife and their children who are participants of the charitable organization, Kids in Distressed Situations (K.I.D.S.). As part of Kid Brands' corporate mission, it offers monetary and product donations to causes such as K.I.D.S., which provides support to a continuum of care and essential services to children and families including military families through Operation Home Front.

“We were excited to commemorate 25 years of trading on the New York Stock Exchange as well as our new corporate name and stock ticker symbol by ringing The NYSE Closing Bell. We were particularly honored to share this occasion with a family that is affiliated with K.I.D.S. and Operation Home Front.” Mr. Crain commented.

To view a video of The NYSE Closing, please visit the “Investor Relations” section of Kid Brands' website at www.kidbrandsinc.com.

Kid Brands, Inc.

Kid Brands, Inc., formerly known as 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[®] and CoCaLo[®]); nursery furniture and related products (LaJobi[®]); and developmental toys and feeding, bath and baby care items with features that address the various stages of an infant's early years (Sassy[®]). In addition to the Company's branded products, the Company also markets certain categories of products pursuant to various licenses, including Carter's[®], Disney[®], Graco[®] and Serta[®]. Additional information about the Company is available at www.kidbrandsinc.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 Reports 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.

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