

Kid Brands, Inc.™

essentials for infants & kids



AT THE COMPANY

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FOR IMMEDIATE RELEASE

KID BRANDS, INC. NAMES RICK SCHAUB PRESIDENT OF ITS SASSY SUBSIDIARY

*Infant and Juvenile Industry Sales and Marketing Veteran to Lead
Infant Developmental Toy, Bath and Feeding Products Division*

Wayne, N.J. — February 22, 2010 — Kid Brands, Inc. (NYSE: KID) announced that Richard F. Schaub, Jr. (Rick) has been appointed President of Sassy, Inc., a Kid Brands, Inc. subsidiary that markets and distributes infant developmental toy, bath and feeding products, effective immediately.

Mr. Schaub, age 50, brings to Sassy more than 25 years of wholesale and retail experience with infant and juvenile products. Throughout his career, Mr. Schaub has demonstrated his ability to drive growth by developing and executing strategic key account, new channel expansion and marketing programs. Most recently, he was General Manager of RC2/Learning Curve's "Mother, Infant and Toddler" Group, which has approximately \$180 million of annual global sales. Prior to his nine years with RC2, Mr. Schaub held various management and sales leadership roles at infant and juvenile product category leaders including Maclaren, Evenflo, Priss Prints and Dolly. Earlier in his career, he was a buyer and marketing director for Child World, a juvenile retailer with 181 stores. Mr. Schaub earned a B.A. at Colby College and an M.B.A. from Harvard Business School.

Bruce G. Crain, Chief Executive Officer and President, commented, "We are very excited to have such an experienced infant and juvenile industry executive join us to lead Sassy. Given Rick's sales and marketing background, we believe he will complement our executive management team and carry out our five-point growth strategy effectively to accelerate the re-emergence and growth of Sassy. In doing so, we expect that he will help build Sassy's market share position, re-engineer and add to its product program offerings, and grow sales in new channels globally. Additionally, we anticipate he will leverage his supply chain knowledge to make this division even more cost competitive while collaborating with the other Kid Brands' businesses to bring integrated assortment offerings to our retailer partners and consumers."

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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