

Kid Brands, Inc.™

essentials for infants & kids



AT THE COMPANY

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FOR IMMEDIATE RELEASE

KID BRANDS, INC. TO DISCUSS SECOND QUARTER 2010 RESULTS ON AUGUST 5, 2010

Wayne, N.J. — July 28, 2010 — Kid Brands, Inc. (NYSE: KID) today announced that management will host a conference call and audio webcast on Thursday, August 5, 2010, at 10:00 a.m. ET to discuss its second quarter 2010 financial results. In addition, the Company will issue its press release for the second quarter 2010 before the market opens on August 5, 2010.

The conference call may be accessed by dialing 800-254-5933, or 973-409-9255, access code: 90975009. Additionally, a webcast of the call can be accessed at www.kidbrandsinc.com, <http://phx.corporate-ir.net/playerlink.zhtml?c=114140&s=wm&e=3256272>, or www.earnings.com and will be archived online shortly after the conference call for 90 days. A replay of the call will be available through August 12, 2010, by dialing 800-642-1687 or 706-645-9291, access code: 90975009.

Kid Brands, Inc.

Kid Brands, 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. Prior to September 2009, the Company was known as Russ Berrie and Company, Inc.

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 <http://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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