

Kid Brands, Inc.™

essentials for infants & kids



AT THE COMPANY

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FOR IMMEDIATE RELEASE

KID BRANDS, INC. TO PARTICIPATE IN UPCOMING WEBBUSH AND ROTH CONFERENCES

Wayne, N.J. — December 1, 2010 — Kid Brands, Inc. (NYSE: KID) today announced its participation in two upcoming conferences.

The Company's presentation at the Webbush Securities 11th Annual California Dreamin' MAC: Management Access Conference is scheduled to begin at 10:05 a.m. Pacific Time on Wednesday, December 8, 2010. Bruce G. Crain, Chief Executive Officer and President, will be presenting at the conference in Santa Monica, CA. A webcast of the presentation will be available on the Company's website at www.kidbrandsinc.com, and an archive of the webcast will be accessible for 90 days.

In addition, the Company will present at the Roth Infant, Juvenile and Toy Consumer Conference on Tuesday, December 14, 2010. Mr. Crain will be also presenting at the conference in New York.

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.

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 décor, kitchen and nursery appliances, and diaper bags (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 under 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, as updated in the Company's Prospectus Supplement, filed on June 11, 2010 pursuant to Rule 424(b) of the Securities Act of 1933, as amended. 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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