



## **Tiny Love's New Soothe 'n Groove Mobile™ Safari Tunes up Baby's Development**



Dorel Juvenile, a segment of Dorel Industries (TSX: DII.B, DII.A), and the world's largest juvenile products manufacturer, today announced that Tiny Love, a leading international baby product brand, will release the newest addition in their multi-award winning line of Soothe 'n Groove Mobile™ that already sold over 600,000 units all over the world.

The Soothe 'n Groove Mobile™ Safari offers a stylish new unisex design with a great musical variety and features that allow baby to enjoy from birth to 24 months.

The Soothe 'n Groove Mobile™ Safari grows with your baby as it transitions from a crib mobile to a stand-alone portable music box. "This mobile's ingenuity stems from the recognition that music is a key in developing cognition, emotional intelligence and communication," says Shira Baum, VP of Marketing. "As a leading company in the mobile category, we focus on finding new ways to give parents smart solutions to baby's development while allowing them to experience those irreplaceable quality moments."

At the infant stage, the sounds of the Soothe 'n Groove Mobile™ Safari and its soft nightlight can calm baby to sleep. Once baby has reached 5 months, the mobile arm can be removed leaving the music box as a standalone toy. The baby-activated sound button & two high quality speakers allow toddlers to control the music and enjoy 18 different tunes in 6 music categories (lullaby, white noise, nature, jazz, world and classic).



Tiny Love continues to work with leading child development experts to constantly raise the bar while developing products that engage baby during various stages of development. The Soothe 'n Groove Mobile™ Safari is available in stores worldwide starting in spring 2015.

**About Tiny Love:** Tiny Love is a global baby product brand founded in 1991 and is now part of Dorel Industries. Tiny Love focuses on creating smart solutions which answer parents' needs and support babies' development from birth through 24 months. The brand's award-winning, imaginative products help maximize babies' potential and encourage parents to enjoy hours of fun playtime with their children.

***About Dorel Industries Inc. (TSX: DII.B, DII.A)** is a world class juvenile products and bicycle company. The Company's safety and lifestyle leadership is pronounced in both its Juvenile and Bicycle categories with an array of trend-setting, innovative products. Dorel Juvenile's powerfully branded products include global juvenile brands Safety 1st, Quinny, Maxi-Cosi, Bébé Confort and Tiny Love, complemented by regional brands such as Cosco and Infanti. In Dorel Sports, brands include Cannondale, Schwinn, GT, Mongoose, Caloi, IronHorse and SUGOI. Dorel Home Furnishings markets a wide assortment of both domestically produced and imported furniture products, principally within North America. Dorel Industries Inc. has annual sales of US\$2.4 billion and employs approximately 10,500 people in facilities located in twenty-five countries worldwide.*