



Tiny Love's Dual Motion Developmental Mobile:
A New Way to Spark Baby's Creativity & Imagination



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, has broken the age old mold of traditional mobiles. Ingeniously designed to captivate baby's sense of imagination and object recognition, the Dual Motion Developmental Mobile sparks a whole world of soothing, creativity and play, right in baby's crib.

The Dual Motion Mobile features two distinct motions: Soothing and Developmental. The soothing motion spins adorable animals in a horizontal circle. The developmental motion adds a fun twist by flipping the animals vertically in addition to the horizontal spin. This unique motion creates an amusing Hide & Seek play between the characters and the baby, as they appear and disappear, while developing baby's sense of object permanence; a central part of baby's development.

“The Dual Motion Developmental Mobile is another example of how Tiny Love strives to create innovative & developmental elements within its toy designs,” say Shira Baum, VP of Marketing. “As a leading developer in the mobile category, we believe it is our obligation to continually find innovative and fun ways to give parents smart solutions while helping baby's development.”



In addition to its visual attributes, the Dual Motion Developmental Mobile also comes with a versatile piano box. For newborns, the piano box plays 15 different melodies and white noise to soothe baby to sleep. When used at night, the music box's stars and moon night-light creates a relaxing bedtime aura for baby to dream. Once baby has reached the one year mark, the music box transitions to a fun piano keyboard for baby to explore shapes and sounds while developing motor skills.

Tiny Love's Dual Motion Developmental Mobile is designed for babies and toddlers. It is available in stores worldwide starting 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.

Dorel Industries Inc. (TSX: DII.B, DII.A) is a world class juvenile products and bicycle company. Dorel creates style and excitement in equal measure to safety, quality and value. The Company's lifestyle leadership position is pronounced in both its Juvenile and Bicycle categories with an array of trend-setting products. Dorel'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 Recreational/Leisure, brands include Cannondale, Schwinn, GT, Mongoose, Caloi, IronHorse and SUGOI. Dorel's Home Furnishings segment markets a wide assortment of both domestically produced and imported furniture products, principally within North America. Dorel has annual sales of US\$2.4 billion and employs approximately 10,500 people in facilities located in twenty-five countries worldwide.