

Contact: Audrey DeSimone
audrey@austlen.com
508-446-6816



THE ENTOURAGE™ STROLLER WINS BEST IN SHOW

*Austlen™ Baby Co. Stroller Named Most Innovative Product
at ABC Kids Expo*

LAS VEGAS, Oct. 19, 2015 — The Juvenile Product Manufacturers Association (JPMA) named the Entourage stroller from Austlen Baby Co. the "Best in Show" in the 2015 Innovation Awards competition. The awards were announced last evening as part of the ABC Kids Expo.

ABC Kids Expo marks the debut for Austlen and its first product, the Entourage, which features the most versatility and storage capacity of any stroller on the market.

"We are absolutely thrilled to be honored by the industry in our first year at ABC," said Leslie Stiba, CEO and co-founder of Austlen. "The Austlen team is very talented and enthusiastic, and has worked tirelessly to develop the Entourage. Our goal is to develop products that allow families to live an active and full life through many stages. Recognition by industry experts is a testament to the team's efforts and dedication."

The Entourage stroller's patented design has a simple one-handed expandable frame with three linear positions that enable multi-child configurations and the ability to carry large items, such as ice chests, shade canopies, pool inflatables and even luggage. The Entourage has the strongest weight limit of any stroller and can accommodate up to 150 pounds combined weight of children and cargo. Yet, the stroller's unprecedented capacity is seamlessly incorporated into a stylish design that does not compromise on compact fold, quality or child comfort.

The Entourage stroller is the first to provide ample and easily accessible storage for both large and small items. Parents can let the Entourage do all the work when it comes to outings because the stroller's expandable frame gives them the freedom to select their stroller's size and storage capacity, accommodating one or two children in addition to cargo.

Additional features of the Entourage stroller that offer storage, travel and transportation solutions include an expandable market tote that sits between the handlebar and seat to carry a wide variety of items from baby essentials to groceries. Available accessories will include a second seat, jump seat and platform rider, among others.

The Entourage stroller will retail for approximately \$849.99 and is expected to be available in 2016. Austlen Baby Co. is showing the Entourage in booth #7425 at the ABC Kids Expo through Oct. 21.

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About Austlen Baby Co.

Austlen Baby Co. creates juvenile products that make being a parent a little easier. The Austlen team understands the daily lives and frustrations of new parents and works tirelessly to create intuitive, purpose-driven products that make family life easier and more fun — giving parents the freedom to live in the moment.

Austlen Baby Co. was conceived by CEO Leslie Stiba, a former global product manager with a background in driving product development and a parent of two young children. She saw a strong need in the market for a stroller that could assist with everyday tasks, such as carrying a load of groceries at the supermarket, allowing arm's-reach access to baby items and transporting large gear. Stiba designed a stroller concept, secured a patent, and launched a company to make it a reality. She then recruited industry veteran Patrick Laffan as chief technology officer and co-founder. Laffan, a parent of three, was a previous director of engineering for Newell Rubbermaid's baby product divisions (Graco, Aprica and Teutonia). Together they are launching Austlen Baby Co.'s flagship product — the Entourage. Austlen Baby Co. is based in Austin, with a design and engineering office in Philadelphia.

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