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MORE STORAGE. MORE VERSATILITY. MORE STAGES.

THE AWARD-WINNING ENTOURAGE™ STROLLER BY AUSTLEN™ BABY CO.

FACT SHEET

Austlen Baby Co. makes its debut in the juvenile product industry with the introduction of the Entourage stroller. Designed for families who enjoy a life full of activity, the Entourage stroller has the most versatility and storage capacity of any stroller on the market.

The Entourage stroller's patented design has a simple one-handed expandable frame with three positions that enable multi-child configurations and the ability to carry large items, such as ice chests, shade canopies, pool inflatables and even luggage. With unprecedented cargo capacity and flexibility, the Entourage puts the fun and ease back into family outings.

The Entourage is already receiving accolades from media and industry experts. It recently received the prestigious 2015 JPMA Innovation Award for "Best in Show" by the Juvenile Products Manufacturers Association (JPMA) at the 2015 ABC Kids Expo, the largest annual juvenile and children's products industry trade show in North America.

Unique Positioning in Luxury Category

- the strongest weight limit of any stroller, accommodating up to 150 pounds combined weight of children and cargo
- the ability to carry large items, such as ice chests, shade canopies and even luggage
- a handle-activated expandable frame that offers three different positions for multi-child configurations and the ability to carry large items
- a large, removable market tote that expands between the handlebar and seat to carry a wide variety of items — up to 35 pounds — from baby essentials to groceries
- folds compactly and easily for portability and storage, with no need to remove secondary seating
- more than 30 easy and useful configurations to help families adapt as they grow and go

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Key Features

- the market tote adjusts in size with the stroller's position, and can be easily removed and placed in the car or home with contents intact
- a smooth ride for children and easy maneuverability for parents with and without cargo
- a seat that accommodates children from birth up to 50 pounds
- available car seat adapters for dual car seat compatibility
- an available second seat that features multi-recline positions
- both seats can be reclined simultaneously for napping
- available accessories will include: second seat, platform rider, sit+stand (jump seat with platform rider), cargo bag, car seat adapters for front and rear frame, seat liners for primary and second seat, cup holder, snack tray, travel bag, mosquito cover, rain cover and foot muff
- MSRP \$849.99; available in mid-2016

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 founded 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 to the business as chief technology officer and co-founder. Laffan, a parent of three, was the 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 award-winning Entourage. Austlen Baby Co. is based in Austin, with a design and engineering office in Philadelphia.

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