

FOR IMMEDIATE RELEASE

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Bright Starts™ Selects Diana Klunk as a 2011 Pink Power Mom™

The innovative children's brand salutes Klunk as an inspiring breast cancer survivor and fighter in the 5th anniversary of the Pink Power Mom program

ATLANTA (October 30, 2011) – Bright Starts, an innovative brand of infant and toddler products, has named Diana Klunk, President of LifeChanges Boutique, Inc. in Hanover, PA., as a 2011 Pink Power Mom. Klunk joins seven other women from across the United States who were selected for persevering through their battles with breast cancer and for their continuous inspiration to their family, friends and other survivors. These eight women stood out among the more than 200 nominees, for their dedication, commitment and individual efforts in the fight against breast cancer.

Klunk has had a proven impact here in her local community and beyond,, which was apparent in her story submitted. She was nominated by her daughter, mother, sister and daughter-in-law—four individual nominations in total.

Bright Starts selected Klunk for her bravery in the struggle against the disease and for her efforts to help others join the fight against breast cancer. There are many reasons why she is exemplary, but primary is her determination and commitment to this cause in opening Life Changes Boutique, Inc., a health and healing boutique for women living with cancer, in the Hanover Hospital Wellness and Education Center at 400 York St. in Hanover. Klunk is also involved with the American Cancer Society as a past Relay For Life team captain, and serves on the Volunteer Leadership Council. She and LifeChanges also sponsor the Look Good Feel Better program through the American Cancer Society, bringing free wigs and makeup for women in cancer treatment. She is the co-facilitator and host site for the Hanover Breast Cancer Support Group, which meets on the third Monday of each month at Life Changes Boutique. She is also a committee member and supporter of Pink Out, Inc for the June fundraiser event as well as other events to support this charity during the year. She is a committee member of the Pink Ribbon Challenge Golf Tournament, an all-women golf tournament that benefits the Pink Out Fund and the Free Mammogram Program in Hanover. She partnered with Hanover Hospital this October to present BFF – Breast Friends Forever, a free

community event aimed at providing updated information on breast cancer awareness, diagnosis and treatment.

Klunk will be honored with all of the 2011 Pink Power Moms during the Pink & Powerful weekend celebration in Atlanta, hosted by Kids II, owner of the Bright Starts brand.

About LifeChanges Boutique, Inc.

LifeChanges Boutique, Inc. was established in October, 2008 by Diana Klunk. LifeChanges is a health and healing boutique dedicated to helping local women deal with the issues associated with any cancer diagnosis. LifeChanges was a “calling” for Klunk, who was diagnosed with stage III breast cancer in December, 2006. After a bilateral mastectomy, reconstruction, 8 rounds of dose-dense chemotherapy, 32 radiation treatments and a bilateral oophorectomy, Klunk knew it was time to give back. Since there were no facilities for women with cancer in the York, Adams, Carroll and Frederick county areas, she made it her mission to bring these services to this area. LifeChanges offers bra and mastectomy fittings, prostheses, wig consultations and a full service wig salon staffed by a licensed cosmetologist. In addition, LifeChanges offers support from someone who has “been there”, as well as an extensive gift boutique.

About Kids II, Inc.

Kids II has been inventing and reinventing infant and toddler toys and gear for more than 40 years and has quickly become one of the world’s fastest growing baby product companies. Headquartered in Atlanta, Kids II spans globally with operations in six continents serving customers in more than 70 countries. Driven by innovation, design and a comprehensive brand portfolio, Kids II is the next generation leader of infant and toddler products.

Kids II designs, markets and distributes more than 100 products under its signature Bright Starts™ brand name and holds the license to design and manufacture products for Disney Baby™ and Baby Einstein™ brands. Most recently, Kids II acquired the intellectual property rights for the Rhino Toys™ and Taggies™ brands, further enhancing its brand collection and reinforcing its position as a global leader. Under its flagship brands, Kids II has produced more than 70 award-winning products.

Kids II’s international affiliate operations are located in Australia, Canada, Europe, China, Hong Kong, Japan and Mexico. Visit www.kidsii.com

About Bright Starts™

Bright Starts is an innovating brand of juvenile products that provides parents with smart, fresh solutions. With a growing portfolio of over 100 innovative activity centers, play gyms, bouncers, swings, playards, and toys; Bright Starts’ large selection of progressive products inspire confidence and engage curiosity. Backed by awards from numerous leading industry and consumer organizations, Bright Starts is a trusted name for cleverly-designed, quality products for young children.

Headquartered in Atlanta, Georgia, Bright Starts is the flag ship brand for Kids II, Inc., manufacturer, designer and marketer of toys and baby gear. Visit www.brightstarts.com