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## SNUG AS A BUG IN A “KALOO”-CUTE RUG

### *New Kaloo Carpets Brighten Up Babies' Rooms With Style, Color And Warmth*

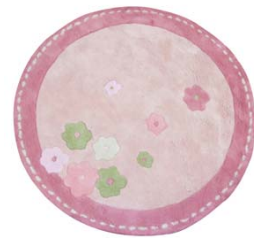
Montreal, Canada (November 29, 2006) – We've all seen those adorable photographs of babies lying naked on white bearskin rugs. Those pictures become a part of a family's history, getting fawned over for generations. Part of the reason we love them so much is because of how comfortable those rugs are. Well, how much cuter would they be if the carpets were just as adorable as the baby?

Kaloo, the hip toy, furniture and nursery décor company from Canada has just announced that it has created eight, adorable nursery carpets. Each cottony-soft carpet has been designed with bright colors and patterns that complement Kaloo's toys and room décor.

Available in February 2007, the new Kaloo carpets come in two sizes: 4' x 6' rectangles or 4' circles. The suggested retail price ranges from \$150 to \$175.

All of Kaloo's carpets blend modern, European style with good old-fashioned function and comfort. To see, walk on (and maybe even lay on) one of Kaloo's new nursery carpets, visit them at these upcoming shows:

- **Atlanta Gift Show** - January 12 to 17, 2007 - Booth # 3-614 Apparel Building 3
- **New York Gift Show** – Jan. 28 to Feb 1, 2007 - Booth # 1762 - NEW LOCATION!!
- **ENK, Kid Fashion Show** - New York - March 11 to 13, 2007



Originally created up for the European market by Eric Panciulo, a French national who specializes in the design and production of soft toys and baby items, Kaloo has been embraced by American families who desire comfort with a contemporary, European flair. The best quality materials are used and all items are produced according to the most stringent safety standards. Their products are sold at specialty gift, toy and children's clothing stores and web sites and Nordstrom.

Kaloo's new baby carpets are so cute that they're bound to replace the bearskin as the photo rug of choice. And who knows? Maybe Mama Bear and Papa Bear will even start taking pictures of Baby Bear on a Kaloo Carpet.

For more information, check out [www. Kaloo-usa.com](http://www.Kaloo-usa.com) and click on your language of choice.