



New Graco Extend2Fit™ 3-in-1 Car Seat Maximizes Safety and Comfort by Providing Five Inches Of Extra Legroom for Little Ones

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Three-Position Extension Panel Allows Children to Ride Rear-Facing Longer, Fuss-Free Harness makes it Easier to Get Baby In and Out

ATLANTA (August 16, 2016) –Graco is helping parents usher in a rite of passage – the end of the summer family road trip – with the new Extend2Fit 3-in-1 Car Seat. The newest addition to the award-winning Graco car seat line features a three-position extension panel that provides five inches of extra legroom, allowing children to ride rear-facing more comfortably for a longer period of time.

Currently, the American Academy of Pediatrics recommends children ride rear-facing until two years of age or until they have reached either the maximum height or weight limit of their rear-facing car seats.* In fact, many parents transition children to forward-facing car seats early because their legs hit the back of the seat and they appear less comfortable. The new Graco Extend2Fit 3-in-1 Car Seat is intended to grow with a child. In addition to five extra inches of legroom, this product is really three car seats in one: rear-facing with harness from 4 - 50 lbs., forward-facing with harness from 22 - 65 lbs., and high-back belt-positioning booster from 30 - 100 lbs.

“One of the most common requests we receive from consumers is to help make kids more comfortable in the rear-facing position as they grow taller,” said Erin Varano, Brand Marketing Director, Graco. “Designed with both safety and comfort in mind, the Extend2Fit 3-in-1 Car Seat features an innovative three-position extension panel that adjusts to provide five inches of additional leg room allowing your child to ride safely rear-facing longer.”

Additional safety and ease-of-use design elements include:

- 10-position adjustable headrest and a 6-position recline accommodates growing children
- Steel reinforced frame provides strength and durability for up to 10 years of use
- Fuss-free harness storage which holds the buckle out of the way for easy in and out
- SimplySafe™ Adjust harness system helps parents easily adjust the height of the harness and headrest together
- Easy-to-read level indicator eliminates installation guesswork
- InRight™ LATCH system for a one-second LATCH attachment
- Machine washable seat cover makes clean up easy for parents

Extend the End of Summer Road Trip

Families gearing up for their end of the summer vacation or weekend road trips can enjoy hitting the open road by entering for a chance to win a new Extend2Fit 3-in-1 Car Seat. Today through September 5, 2016, parents who share their road trip hacks for keeping kids entertained using #ExtendTheTripContest on Facebook and Instagram will be entered to win one Extend2Fit 3-in-1 Car Seat and one Modes™ 3 Lite Click Connect Stroller. Learn more at www.gracobaby.com/Extend2Fit.

Graco's Extend2Fit 3-in-1 Car Seat is now available for a suggested retail price of \$249.99. For more information, please visit www.gracobaby.com.

ABOUT GRACO CHILDREN'S PRODUCTS

Graco, part of Newell Brands' strong portfolio of well-known brands, is an innovator of baby and children's products that provides solutions to help parents make smart choices while taking care of their little ones. For 60 years, Graco has built trusted, quality and helpful products including car seats, strollers, travel systems, swings, highchairs, playards and nursery care essentials.