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MUNCHKIN, INC., CHAIRMAN & CEO STEVEN DUNN NAMED ERNST & YOUNG ENTREPRENEUR OF THE YEAR® 2009 AWARD WINNER IN THE GREATER LOS ANGELES AREA

Award Recognizes Entrepreneurial Excellence in Retail & Consumer Products Category

LOS ANGELES (June 29, 2009)—Munchkin, Inc., designer and manufacturer of innovative infant and pet products, today announced that Steven Dunn, chairman and CEO, was named recipient of the Ernst & Young Entrepreneur Of The Year® 2009 Award in the retail & consumer products category in the Greater Los Angeles Area. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses. Dunn was selected by an independent panel of judges, and the award was presented at a gala event at the Beverly Hilton Hotel on June 23, 2009.

“I am incredibly honored to receive Ernst & Young’s Entrepreneur of the Year Award,” said Dunn, who founded the company in 1991. “This prestigious accolade reflects the accomplishments of all our employees toward Munchkin’s success as an innovator and creator of award-winning infant and pet products. We have always sought to develop clever and exciting products that make life easier and more enjoyable for today’s consumers, and I am honored that Ernst & Young has recognized Munchkin’s achievements in this regard.”

As an innovative designer and manufacturer of award-winning infant products under the Munchkin brand and pet products under the Bamboo and Fat Cat brands, Munchkin has set the standard in a number of critical product categories by placing great emphasis on anticipating consumer needs and finding innovative ways to address them. Munchkin’s tagline, “It’s the little things,” refers to the little things that the company’s products do that add up to a big difference in consumers’ lives.

The Ernst & Young Entrepreneur Of The Year awards celebrate their 23rd anniversary this year. The program honors entrepreneurs who have demonstrated exceptionalism in such areas as innovation, financial performance and personal commitment to their businesses and communities.

“We are proud to recognize the achievements of Steven and Munchkin,” said Brian Ring, Ernst & Young LLP Entrepreneur Of The Year Program Director for the Greater Los Angeles Area. “Winners of the Entrepreneur Of The Year award build leading businesses and contribute significantly to the strength of our region’s economy. Their success helps our area grow stronger.”

As a Greater Los Angeles award winner, Dunn is now eligible for consideration for the Ernst & Young LLP Entrepreneur Of The Year 2009 national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California on Nov.14, 2009. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year awards are pleased to have the Ewing Marion Kauffman Foundation and SAP America as national sponsors.

In the Greater Los Angeles Area, local sponsors include, Marsh, Scherzer International and Bowne.

About Ernst & Young's Entrepreneur Of The Year® Awards Program

Ernst & Young's Entrepreneur Of The Year® Award is the world's most prestigious business award for entrepreneurs. The award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, the Ernst & Young Entrepreneur Of The Year® award celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

About Munchkin, Inc.

A privately held company headquartered in North Hills, Calif., Munchkin, Inc. creates baby products that make fun useful and useful fun. Founded in 1991, Munchkin, Inc. has placed great emphasis on innovation, redefining what baby products can be. As a result, Munchkin has reinvigorated the category with improvements like a 2-in-1 design on bottle brushes as well as pioneered numerous breakthroughs like the White Hot Technology® that lets moms know if the bath water or the car is too hot. In addition, Munchkin has been granted more than 50 United States patents and has won over 30 industry awards, including the coveted Target® Corporation Partner Award of Excellence in 2005. Endorsed and recommended by lactation consultants, medical professionals, toy specialists and parents, Munchkin products can be found at more than 25,000 retail outlets internationally. For more information, visit www.munchkin.com.

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