

INTRODUCING



What is SeatSnug?

SeatSnug is a first-of-its-kind product that enhances both the safety and comfort of children riding in booster seats



Why Do We Need SeatSnug?

Children in booster seats are at risk of injury and death due to seatbelt slack (looseness). The three-point seatbelt commonly used in motor vehicles, represents a compromise between safety and comfort. A three-point seatbelt allows slack to develop in the lap belt portion while children (or adults!) are riding in a vehicle. Seatbelt slack is acknowledged in the auto industry as a major contributor to injuries and deaths in vehicular accidents.

A loose seatbelt allows a child in a booster seat to bounce around, rock, tip, slide, and even fall over during *normal* vehicle maneuvering, which can result in injuries, such as a child's head being thrown against the side of the vehicle, as well as leading to child discomfort, including motion sickness. In frontal impact accidents or during panic stops, a loose seatbelt can further lead to a child submarining under the lap belt. Loose lap belts are also contributors to children, whether in a booster seat or riding without a booster seat, ejecting out of the seatbelt in rollover accidents, allowing children to "fly around" the vehicle, resulting in the potential for severe injuries and even death – even though the seatbelt was buckled!

What's the Solution?

The brand new SeatSnug® allows the lap belt to be lightly tightened around a child's hips while riding in a vehicle, preventing seatbelt slack or looseness from developing.

By gently securing a child while riding in a booster seat, SeatSnug substantially eliminates bouncing, rocking, tipping, falling over, submarining, and ejection, thus reducing the potential for injuries and death in vehicular accidents. At the same time, SeatSnug improves child stability and comfort.

How Does SeatSnug Work?

SeatSnug can be easily and quickly clipped onto a vehicle's existing factory installed seatbelt. Once a child in a booster seat is buckled up, the lap belt may be lightly tightened around the child's hips by pulling up on the shoulder strap to more safely secure the child, without affecting the normal operation of the shoulder strap. The child continues to have the comfort of free upper body movement. Thus, SeatSnug enhances child safety while maintaining and enhancing comfort.



SeatSnug incorporates the unique race track proven, crash tested, and patented CG-Lock® Technology (see www.CG-Lock.com for more insights about the CG-Lock).

The CG-Lock technology received The National Parenting Center's Seal of Approval as a unique car safety device that stabilizes children in booster seats to increase child safety and comfort. SeatSnug is a CG-Lock technology product designed specifically for children, to provide peace of mind to Moms and Grandmoms, while they drive children around.



See the comparison booster seat video at www.seatnug.com, which dramatically demonstrates the merit and benefit of SeatSnug and the CG-Lock technology in safely and more comfortably securing a child in a booster seat. The differences are amazing – yet the video was done at ONLY parking lot speeds. Imagine the safety difference at much higher speeds or if an accident should occur.



Additional information is available at www.SeatSnug.com or by contacting:

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