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**FOR IMMEDIATE RELEASE**

## **Regal Lager Team Certified National Child Passenger Safety Technicians**

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**KENNESAW, GEORGIA – April 26, 2010** – In preparation for the launch on the U.S. market of the award-winning **Solution X-Fix** High Back Booster Seat from German CYBEX, Regal Lager conducted a week long class to educate eleven employees in Sales, Management, Customer Care and Marketing to become Child Passenger Safety (CPS) Technicians.

The CPS Training is a very challenging training program, administered by the National Highway Traffic Safety Administration (NHTSA) in collaboration with Safe Kids and the National CPS Board. The curriculum is framed within a “Learn, Practice, Explain” paradigm, so that upon successful completion and certification Child Passenger Safety Technicians (CPSTs) will be equipped to explain installation procedures to parents and caregivers, and empower them to confidently install and reinstall their child restraints as needed. The certification course is five days long and combines classroom instruction, hands-on work with car seats and vehicles and culminates with a community safety seat checkup event where the students have to show that they master the full curriculum.

*“It is important for us to go beyond selling car seats,” says Bengt Lager, President of Regal Lager. “CYBEX has made a commitment to provide safe products for children and we want to do our part in providing top notch service and education to parents and care givers. It is a way for us to add value to our community and to our brand, staying true to our mission.”*

As Certified Child Passenger Technicians the Regal Lager team will continue to actively volunteer in the community at various car seat checkup events and be dedicated to stay up-to-date on industry news and be a true resource for our retailers selling CYBEX.

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### **About CYBEX**

CYBEX develops and distributes safe, innovative and lifestyle oriented goods in the baby and children’s sector. The international team of CYBEX experts focuses on how to improve the safety for children. The company successfully combines the highest international safety and quality standards with thought-through German engineering and functionality. For more information, please visit: [www.cybex-online.com](http://www.cybex-online.com)

### **About Regal Lager**

Regal Lager is the exclusive distributor of carefully selected high quality baby and children’s products in the United States and Canada. Our mission is to build quality brands through excellent customer care, quick distribution to quality retailers, catalogs and select websites and through national advertising. For more information on our other brands, Bambino Mio, Dékor and Lascal, please visit: [www.regallager.com](http://www.regallager.com)

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