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## Recent Today Show Segment Supports Superiority Of Active Features Found on BOB™ Strollers

BOISE, ID (May 15, 2007) – **BOB – manufacturer of popular jogging strollers and accessories** – further secured its reputation as the superior stroller brand for parents who value both fitness and time spent with family when its popular Revolution model was **featured as one of the best exercise machines fit for females in an NBC Today Show segment that aired May 10, 2007.**



“You gotta get the BOB,” said fitness expert Stephanie Oakes, who co-hosted the segment and noted that the BOB Revolution (pictured left) was the perfect pick for parents whose schedule includes both around-town errands and beach jogs with baby in tow.

“BOB has always designed its stroller models and accessories with the active parent in mind – combining high quality materials to ensure sturdy structure, safety and modern aesthetics, with special features that support performance when used as fitness equipment,” said Damon Noller, vice president of sales and marketing for BOB.

Crafted from aircraft-grade aluminum alloy and durable, stain-resistant rip stop fabric, BOB strollers aren’t just kid-proof; they’re adventure proof – built to last through several children and countless outdoor excursions.

Just like any other fitness equipment or outdoor gear, great performance is crucial, which is why BOB offers **adjustable tracking on every stroller model**, ensuring a fine-tuned, straight, smooth roll, and a **sturdy suspension system complete with shock absorbers** that dampen bumps and vibrations.

Also appealing to a wide range of active parents and athletes are the diverse offerings in the BOB stroller line. Avid runners can roll with the **Ironman** – an ultra-lightweight model with stiff shocks and slick road tires, while a new mom looking for the perfect postpartum workout partner can get into shape with the **Stroller Strides Fitness Stroller** – an on and off-road model with an attached fitness kit that includes exercise tubing and a fitness manual.

Off-roading junkies still get a smooth roll with the knobby tires on the original **Sport Utility Stroller**, while the easy maneuverability of the **Revolution’s** swiveling-front wheel – which can also be locked in place for jogging – makes both city and country strolling convenient.

And BOB’s line of **stroller accessories** only enhances the active parent’s family adventures. Need a spot to store your water bottle, car keys or trail mix? The BOB **Handlebar Console** attaches easily to the stroller for important cargo at your fingertips. When planning a lengthy hike or jog, parents can protect the little ones from outside elements with the BOB **Weather** or **Sun Shield**, and ensure a comfy, dry, glare-free ride.

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Kids can also stay cozy with the **Warm Fuzzy**, a quilted fleece panel that's perfect for parents who are active all year 'round, and the **new extended seat recline** on all BOB stroller models – which offers a 70° recline from vertical – keeps children relaxed, regardless of how hard mom or dad is working.

“As a whole, the BOB company is an active bunch that supports fit families,” said Noller. “We know how important quality and performance are to fitness and outdoor gear, and our products reflect an adherence to high standards, ensuring every active experience is a great one.”

Look for BOB Strollers and accessories in baby stores and sporting goods stores nationwide. BOB formed in 1994 as one of the first manufacturers of single-wheeled bicycle cargo trailers. As the founders of the company became fathers, they designed and developed the first Sport Utility Stroller in 1998. For more information, visit the website at [www.bobgear.com](http://www.bobgear.com). Editors may also contact On the Horizon Communications at (805) 773-1000 or [jordan@thepressroom.com](mailto:jordan@thepressroom.com) for more information, digital images, or to test a demo stroller for 90 days.

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