



Dorel Canada Urges Consumers to use Canadian Approved Car Seats Increased cross-border shopping prompts reminder

Montreal, November 8, 2007---Protecting children by using age and size-appropriate car seats is the best way to avoid crash-related injuries. Dorel Distribution Canada, a division of Dorel Industries (TSX: DII.A DII.B) is urging consumers to not only ensure their age-appropriate restraint is properly installed, but to make sure it adheres to Canadian safety standards and is labeled with the National Safety Mark - Canadian Motor Vehicle Safety Standard (CMVSS).

“The strong Canadian dollar has prompted people to do more cross-border shopping. When it comes to purchasing a car restraint, consumers must be particularly careful,” stated Mark Robbins, General Manager of Dorel Distribution Canada. “With a wide selection of car seats in several age/height/weight defined categories, making a purchase can be an overwhelming experience, particularly for first-time parents. Canadian retailers can provide assistance to consumers looking to meet these requirements, and the restraint must adhere to Transport Canada’s safety standards.”

Canadian safety standards are specific to Federal regulations, and differ from other countries. “Dorel would like to remind consumers that using a non-compliant car seat is definitely not recommended. Drivers transporting children are responsible for their safety. As such, they should always ensure their passengers are properly secured in a car seat that meets Canadian regulations and is labeled with the National Safety Mark,” concluded Mr. Robbins.

Dorel-branded car seats meet and exceed all Canadian safety standards. The CMVSS label is adhered to car seats and is a round white label with a distinctive red maple leaf.

Always follow the owner's manual for both your vehicle and the child car seat.

For more information on Canadian Regulations visit Transport Canada’s website at: www.tc.gc.ca

Profile

Dorel Industries (TSX: DII.B, DII.A) is a global consumer products company engaged in the designing, manufacturing and marketing of a diverse portfolio of powerful consumer brands, sold through its Juvenile, Recreational/Leisure and Home Furnishings segments. Headquartered in Montreal and with significant operations in the United States and Europe, Dorel employs approximately 4,700 people in 15 countries. Annual sales are US\$1.8 billion and are made in over 60 countries worldwide.

US operations include Dorel Juvenile Group, which markets the Cosco and Safety 1st brands as well as Eddie Bauer and Disney Baby licensed products; Pacific Cycle, which markets several brands including Schwinn, Mongoose, GT, InSTEP, Playsafe and Roadmaster; and Ameriwood Industries, which markets ready-to-assemble furniture products under the Ameriwood, Carina, SystemBuild, Altra Furniture and Ridgewood brands; Cosco Home & Office, which markets home/office products under the Cosco brand and Samsonite license as well as home healthcare products under the Cosco Ability Essentials and Adepta brands. In Canada, Dorel operates Dorel Distribution Canada, Ridgewood Industries and Dorel Home Products. Dorel Europe markets juvenile products throughout Europe, under the Béb  Confort, Maxi-Cosi, Quinny, Safety 1st, Babid al, Mon B b  and Baby Relax brands. Dorel Asia sources and imports home furnishings products. Dorel is the majority owner of In Good Care (IGC), a manufacturer and distributor of juvenile products in Australia, whose two principal brands are Bertini and Mother's Choice. Dorel also has eight offices in China, headquartered in Shanghai, which oversee the sourcing, engineering and logistics of the Company's Asian supplier chain.

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CONTACT:

MaisonBrison
Rick Leckner
(514) 731-0000