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FOR IMMEDIATE RELEASE:

China Earthquake Shakes Kidorable Family

Chicago (May 28, 2008) – Kidorable, a leading wholesaler of children’s apparel and accessories, proved that compassion in the business world is alive and well. Upon hearing the news of the earthquake in China, Kidorable immediately took steps to extend a helping hand. The company, located in Niles, IL donated \$11,550 to the American Red Cross International Relief Fund and matched all employee donations, while the employees at their China location donated blood.

“We are more than coworkers. We are family and when a situation affects one of our family members, we do our best to extend a helping hand and provide any support we can,” said Danay Lewis, a customer service representative for Kidorable. “It is amazing how an event half way across the world touched the heart of everyone here, moving them to react out of sincere concern.”

Courtney Chu, a fashion designer of Chinese descent for Kidorable said, “Sometimes we get caught up in our day to day routine and forget how important people are in our lives. We did what we would expect others would do were we ever to be in that horrible situation.”

Zhao Shufen, a long-time friend of Kidorable’s owners and a teacher who used to work in one of the schools that collapsed in the China quake, wept when she heard what Kidorable was doing. “On behalf of the people in Sichuan, I really appreciate the generosity of your company, of everybody who contributed to my hometown. Thank you very much.”



About Kidorable

Kidorable is a privately held company based in suburban Chicago with a satellite office in China. Staffed with 40 professionals, Kidorable serves 15 distributors and 5,000 retailers across the globe. Kidorable has distributors in most all industrialized countries and in many emerging markets including Brazil, Korea, Russia and South Africa. Kidorable is a great place to work, providing personal and professional growth opportunities.