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**FOR IMMEDIATE RELEASE:**

## **Kidorable Introduces New Lucky Cat Style — Mice Beware!**

(April 6, 2009) - Kidorable, a leading wholesaler of children's apparel and accessories, is expanding its offerings with the addition of the Lucky Cat style. This design is sure to make any store the cat's meow. From brightly colored umbrellas, raincoats and rain boots, to backpacks and hangers, girls will connect with the design and details of Kidorable's Lucky Cat style, just as boys did with the pirate style last spring. In addition, by popular demand, they are now offering matching knitwear in other top styles; fireman, fairy, lotus, and dinosaur; and matching towels for the fairy, pirate, and mermaid.

"Kidorable is innovative with its fashions for children," said Customer Service Specialist for Kidorable, Ankit Shah. "I've been with the company for quite a while and I noticed that other companies continue to try and copy our styles. We have to keep ahead of the competition, creating the next new fun style."

"For me, Kidorable is a great conversation starter," stated Karry Blodgette, proprietor of Spoiled Silly, a Kidorable retailer. "In my opinion, that's the kind of stuff we need in our stores right now. Even if they don't buy, they remember the store and the experience because they are drawn to it and it's easy to engage the casual shopper in conversation when they are oooohing and aaaahing over it!"

### **About Kidorable**

Kidorable, a leading designer and wholesaler of children's products, transforms everyday, functional kids' apparel and accessories into objects that excite children's imaginations and enrich their lives at play. Kidorable is distinguished by their high quality, unique collections – from frogs to fairies, dinosaurs to dolphins, and ladybugs to lotus flowers – sold at apparel, shoe and gift retailers across the globe.

