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FOR IMMEDIATE RELEASE:

Kidorable Swims Through Recession

Chicago (June 24th, 2008) – Kidorable, a leading wholesaler of children’s apparel and accessories, wades through recession and shows signs of growth with the introduction of yet another new style. The mermaid comes in on the tail wind of the pirate, which was released this past spring, providing an even stronger foundation of products for the company. In addition, by popular demand, they are now offering matching knitwear other top styles: fireman, fairy, lotus, and dinosaur; and matching towels for the fairy and pirate.

“A lot of businesses have become stagnant,” stated Assistant Operations Manager for Kidorable, Nancy Gut. “We are a company that doesn’t just want to keep our heads above water, but rather build a boat to sail on it. We take the steps you need to achieve that.”

Brandi Norkus, a customer of Kidorable said, “Kidorable is a progressive company that considers the welfare of their customers. With their focus on growth, even during a recession, they are providing retailers like me another product that will help with sales.”

Founders Liping Yang and Jonathan Domsy brought life to traditional children’s apparel and accessories starting with lions, cats, frogs and bears in 1997. Immediately embraced by children, parents and other child-loving adults, Kidorable is celebrating ten years of year-over-year growth.



About Kidorable

With 300 million Americans who have small children, know small children, act like small children, or are themselves small children, Kidorable’s fun, practical and colorful product lines are highly sought after, increasing consumer traffic and sales for retailers. Kidorable product lines include umbrellas, raincoats, rain boots, knitwear, embroidered shirts, purses, sun hats, towels, backpacks, hangers and bookends.

Kidorable is headquartered in suburban Chicago with distribution across the country and around the world. Consumers interested in Kidorable products may purchase them at www.kidsrainwear.com, www.peekabookkids.com, and www.tootsiesstriderite.com. Parties interested in becoming a Kidorable retailer or distributor may learn more at www.kidorable.com.