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FOR IMMEDIATE RELEASE:

Kidorable's New Mermaid Style Will Do Swimmingly for Fall

Chicago (June 24th, 2008) – Kidorable, a leading wholesaler of children's apparel and accessories, is expanding its offerings in time for fall with the addition of a mystical mermaid style. It will make a splash when girls will bring the siren tail to life. From brightly colored umbrellas, raincoats and rain boots, to backpacks and hangers, girls will connect with the design and details of Kidorable's mermaid 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 and pirate.

"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."

"Owning a business myself, I know that I have to provide something new for my customers several times a year," stated Mary Santiago, a local retailer. "The styles that Kidorable offer can't be found anywhere else. They really have a hold on what children love."

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.



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.