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FOR IMMEDIATE RELEASE:

Kidorable Growth Not Affected By Recession

Chicago (June 24th, 2008) – Kidorable, a leading wholesaler of children’s apparel and accessories, continues to grow despite the recession. The company has taken several steps to ensure its success. They have hired on several new employees, including salespeople Brendan Vahey and Melissa Jebrouni, and have also added Vicky Wu to the design department.

If increasing their staff is not a sure sign of growth, take into account that they are also launching a new style, and adding lines to existing styles. Assistant Operations Manager Nancy Gut said, “We can’t just sit back and wait for things to get better. We have to make them better and we are doing what we know has always provided growth. We are getting back to the basics.”

“With the current recession, I was looking not only for a stable and secure position, but one within a company that was growing,” stated Melissa Jebrouni. “It seemed like an almost impossible task, until I came to Kidorable. Their growth within the last year has been substantial compared to other companies who have leveled off or even gone under.”

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.