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FOR IMMEDIATE RELEASE:

Kidorable Expands Offering with Pirate Style

Chicago (January XX, 2008) – Kidorable, a leading wholesaler of children’s apparel and accessories, is expanding its offerings in time for spring with the addition of a swashbuckling pirate style sure to capture the imaginations of children across the globe. From brightly colored umbrellas, raincoats and rain boots, to backpacks and hangers, boys will connect with the design and details of Kidorable’s pirate style, just as girls did with the fairy style introduced last fall.

Kidorable’s new pirate style crosses 5 of the company’s 12 product lines, allowing children to enrich their lives at play inside and outside their homes. It will expand into the other lines later this year.

“Kidorable is known for 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,” said Jonathan Domsy, cofounder and president of Kidorable. “This style represents exactly what our customers have come to expect and love from us.”

“Parents and grandparents adore the comfort-conscious designs and quality of all Kidorable product lines,” said Catherine Higgins, buyer for Stone Soup in Bar Harbor, Maine. “Thanks to Kidorable, kids love to put on their rain boots and raincoats before they jump in puddles. This pirate style is just what our customers are looking for. The trick for parents will be trying to get their little ones out of it.”

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.peekabookids.com, and www.tootsiesstriderite.com. Parties interested in becoming a Kidorable retailer or distributor may learn more at www.kidorable.com.

