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FOR IMMEDIATE RELEASE:

Kidorable Helps Keep Kids Imaginations Big and Clothes Dry

Chicago (March 3rd, 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.

“When parents look for new spring clothes, they want more than a good value that keeps their kids warm and dry,” said Jonathan Domsky, cofounder and president of Kidorable. “They want to express their children’s individuality. Kidorable transforms everyday, functional kids’ apparel and accessories into objects that excite children’s imaginations and enrich their lives at play.”

“Here in Chicago, parents and grandparents want colorful spring outerwear that put an end to the long winter blues,” said Dorie Quinlan, grandmother of 16 and loyal Kidorable customer from Des Plaines, Illinois. “Kidorable provides exactly what kids need to turn off the TV and go out and play.”

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.

