

- NEWS RELEASE -

## **BABYLEGS® GETS “COOL”**

### **New Lightweight Mesh BabyLegs Cool! Provide Protection During Summer Months**



**SEATTLE** – BabyLegs®, a Seattle-based line of affordable high-fashion leg and arm warmers for children, is excited to announce an original hot weather product, BabyLegs Cool!, debuting in March 2009 at ENK's Children's Club Trade Show in New York City. BabyLegs Cool! designs are made from a light weight, breathable mesh fabric with an extra UV protection coating to protect little legs during the warmer months.

“Our fans love the functionality of our product, which is something that we strive to provide throughout the year. Diapers are being changed and babies are crawling all year round, so we created BabyLegs Cool UV coated leg warmers as an essential item parents can rely on in the warmer months,” said Nicole Donnelly, mompreneur and BabyLegs founder. “Our new lightweight original BabyLegs Cool! designs will allow our customers to stay fashionable, fun and safe from the sun's harmful UV rays throughout all the seasons.”

The new BabyLegs Cool! designs feature a lightweight single-ply mesh design that will continue to protect soft knees from harsh surfaces, make diaper changes a breeze and make E.C.'n and potty training easier throughout the warmer months. BabyLegs Cool! debuts in a florescent rainbow of colors such as cherry red, sun kissed orange, daisy yellow, apple green, teal, raspberry red, and strawberry pink. Summer designs include:

- **Flutter:** Fluorescent rainbow butterflies flutter across a fresh white background.
- **Jubilee:** Red cherries, with black stems and apple green leaves dance around on a white background.
- **Carnival:** A carousel of colors: cherry red, sun kissed orange, daisy yellow, apple green, teal, raspberry red, and strawberry pink are captured in perfect little circles on a fresh white background.
- **Sailboats:** A myriad of colorful sailboats float across this fun white mesh design.
- **Daisy:** Raspberry red and strawberry pink daisies flourish on a fresh white background.
- **Ringtoss:** Thin rings of cherry red, sun kissed orange, daisy yellow, apple green, teal, raspberry red, and strawberry pink wrap around your little ones legs.

Each pair of BabyLegs Cool! is crafted with the company's signature golden over-lock stitch to assure quality for each product. BabyLegs Cool! leg and arm warmers retail from \$15 a pair and will be available at boutique retailers throughout the U.S., select Nordstrom locations, and in more than 50 countries around the world. For a detailed list of stores and full line of BabyLegs products visit [www.BabyLegs.com](http://www.BabyLegs.com).