



The Original. Like you.

BABYLEGS BRANCHES OUT WITH NEW FALL OFFERINGS Leg and Arm Warmer Company Now Offers Socks and Tights

August 2009 - BabyLegs, the original designer of the innovative and fashionable children's leg and arm warmers, became a leader in children's fashion when it created a new niche market for children's leg and arm warmers in 2005. This fall, BabyLegs® launches their new and highly anticipated line of socks and tights taking them to the forefront of children's hosiery.

"We are excited that for the first time ever we will be offering new signature legwear, giving children fashionistas additional ways to show their individual style," said Nicole Donnelly, BabyLegs founder. "Our fall collection uses a classic color combination and we had a lot of fun with the designs this year - combining dot & stripes, digitalizing camo, and multiplying hearts." In addition to the fall line is their popular Holiday designs that are inspired by princesses, pirates and superheros. In the spirit of new endeavors, BabyLegs also launched a new chic gift box with their signature green & whites stripes for the perfectly-packaged gift. All products (warmers, socks, and tights) will be made available in the gift box.

The color palate for BabyLegs new fall collection is brown-based with highlights of pinks, blues, greens, and purples. The collection will also include new stripe patterns, polka dots, argyle, camo, and hearts. The BabyLegs warmers and socks are designed to mix and match, keeping those little legs and feet fashionable and warm this fall. A few fall Modish designs include:

- Soul (Hearts): Chocolate brown BabyLegs stamped with a four square of hearts in purple, blue, green, rose shadow, & confetti pink making them a perfect accessory for the first day of school.
- His Gent (Camo): A digitalized camouflage in mud brown, cactus, celery green, & egret cream.
- Hero (Halloween): Saving the world only takes superhero powers and a great costume. Strap on our gold, red, & blue Hero BabyLegs to uncover those powers and seize the day!

BabyLegs, the original line of stylish leg and arm warmers, make diaper changing and potty training easier, protect soft knees while crawling, and provide an extra layer for warmth. Each pair of BabyLegs is crafted with the signature golden over-lock stitch to assure quality for each product. BabyLegs products retail for: leg and arm warmers between \$12 and \$15, socks between \$12 and \$24, tights \$20, and footless leggings \$18. BabyLegs are available at boutique retailers throughout the U.S. and countries around the world. For a detailed list of stores and full line of BabyLegs products, visit: www.BabyLegs.com.

About BabyLegs®

BabyLegs® products provide protection, fashion, and warmth for little legs and feet. BabyLegs signature product, BabyLegs leg and arm warmers, began as one mom's inventive solution to a diaper rash and quickly became a parenting essential. When founder Nicole Donnelly little daughter Sara - otherwise known as 'Miss BabyLegs.' developed a diaper rash, Nicole was a mother in a bind; she wanted to give Sara's rash airtime, but did not want to expose her baby's legs to the elements. As a solution, Nicole cut the feet off a pair of adult socks and the driving concept behind BabyLegs was born. BabyLegs created a new segment in the children's market and the signature leg warmers are well celebrated. BabyLegs® was awarded the "2007 Best New Brand" Earnie Award by Earnshaw's for excellence in children's wear design, and again awarded an Earnie in 2008 for "Excellence in Children's Hosiery." BabyLegs lives up to its motto, "The original. Like you." and strives to be a leader in all endeavors, from community outreach to synergistic partnerships to creating innovative products including socks and tights. www.BabyLegs.com.

6333 1st Ave South, Seattle, WA 98108

p 206.734.4000 f 206.734.4010 www.babylegs.com

Media Contact: Samantha Wattson • (206) 734-4000 • sam@babylegs.com