



**BABYLEGS® WELCOMES A NEW ADDITION TO THE FAMILY
—Introducing BabyLegs® Newborn!**

FOR IMMEDIATE RELEASE:

Seattle, WA, August 2010—The BabyLegs family is expanding! The brand is happy to announce the birth of a new collection—BabyLegs® Newborn. Born August 2010, the layette includes 12 stylish leg warmers for boys and girls in fun, whimsical designs for which the brand is known.

Created especially for preemies and newborns, BabyLegs® Newborn are 7cm wide by 21 cm long (versus the standard 8cm wide by 33 cm long). They provide a cozy layer of warmth for the first months of life, and are ideal for both home and hospital use. In the neonatal intensive care unit, leg warmers add warmth without disturbing monitoring equipment or IVs. In the home nursery, leg warmers provide easy access for frequent diaper changes.

The blend of yarns, crafted from 80% organic cotton, 18% nylon and 2% latex-free spandex, ensures maximum comfort for baby and confidence for caregivers and parents alike. Designs include old favorites, such as *Lil' Flame*, *Lil' Jolly Jack*, *Lil' Rainbow* and *Lil' Sweetheart*, as well as a newbie, such as *Sweetness*, *Sunshine* and *Peter Rabbit*.

Hospitals and nurseries everywhere will be tickled pink (or blue) with the new arrivals. BabyLegs® Newborn is available (and affordable) for \$10 each at www.babylegs.com.

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About BabyLegs:

BabyLegs® leg warmers quickly became a parenting essential across the world because of their utility, practicality, and stylish appeal. In 2009, the brand's

continued desire to design fashionable products to protect little legs and feet led to its expansion into other categories of children's hosiery, including socks and tights. This came on the heels of the acquisition of the brand by the United Legwear Company, a global manufacturer of hosiery and underwear. To learn more about BabyLegs, please visit www.babylegs.com