

Wee Ones Announces Release of Signature Hat Line for Spring 2008

For Immediate Release

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Wee Ones announced the launch of its fashion cap line. Wee Ones sells approximately \$6 million in accessories for infants and girls annually. Its new line of baseball hats includes six different styles for boys and girls; each with a unique embroidered image.

Barbara Agatstein, current CEO and head designer of Wee Ones says “We are really excited about being able to offer this new accessory item to our retailers. Not only are our baseball caps fun and fashionable, but they are designed specifically for children and are really soft and comfortable.” Adds Betsy McPherson, president of Wee Ones and mother of young children, “Research indicates that kids bodies warm up more quickly than adults’ and that they are less likely to notice it. Pediatricians recommend that kids wear hats to help protect them from the harmful effects of UV rays. We have a product that is not only practical, but looks and feels good. So kids are not as likely to take them off.”

Wee Ones’ product line includes high-end hair bows, belts, flip-flops, and other accessories for little girls and babies. In 1995, they added a product line for Tweens, Deidra & Kiki, which consists of hair accessories, belts, handbags, jewelry and watches.

Wee Ones can be purchased online at www.weeones.com, and are available at retailers nationwide. Wee Ones Inc. headquarters is located at 33 Cherokee Drive, St. Peters, MO 63376. Contact Wee Ones at 800-258-9996 or at info@weeones.com.