

Wee Ones Takes a New Direction

For Immediate Release

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Wee Ones Inc. has just completed an update of its image. Wee Ones sells approximately \$6 million in branded and private-label accessories per year. Currently, the average retail price point of its product line is between \$6.00 and \$10.00. It provides a diverse selection of high quality hair accessories for babies and little girls to boutiques and specialty stores in the United States and abroad and also direct to consumers through its website www.weeones.com.

The company has been in business since 1975 and has had the same logo, look and feel practically since its inception. Over the years, the company has refined its sense of style, developing a wide variety of fashion forward items, while simultaneously improving and expanding its program of more traditional styles. Management felt that the old logo, look and feel did not aptly communicate what Wee Ones is and its value proposition to its clients. Betsy McPherson, current president of Wee Ones says "Wee Ones is about fun. Little girls wearing our hair bows today are just as likely to have messy hair, skinned knees and soccer uniforms on as they are to have on smocked dresses. Our new look better communicates our capability of providing all different kinds of looks for all different kinds of personalities. Our quality and vast selection will remain as strong as ever."

Wee Ones has changed its logo, point of purchase display units, catalog layout and its packaging. The company expects their new approach to help retailers increase sales; not only will the product appeal to a whole a new audience of consumers, but it will appeal even more to the Wee Ones loyalists, by getting them to look at the accessories in a whole new way.

Wee Ones' product line includes high-end hair bows, belts, flip-flops, tote bags 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. See www.deidraandkiki.com for more information about this product line.

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.