

## **Wee Ones Announces Release of Organic Line for Fall 2007**

For Immediate Release

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Wee Ones announced the launch of its organic line of accessories for girls and babies. Wee Ones sells approximately \$6 million in fashion accessories per year. Currently, it specializes in providing a diverse selection of high quality hair accessories for babies and little girls.

The company has recently seen a demand for organic products for kids. Betsy McPherson, current president of Wee Ones says "Finding quality, fashionable and environmentally friendly clothing for kids is a challenge. We are seeing more and more parents who want not only to eat organic, but to dress organic as well. As a company, Wee Ones is excited about being able to offer an accessories alternative that is good for the environment."

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.

Wee Ones can be purchased online at [www.weeones.com](http://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](mailto:info@weeones.com).