

IMMEDIATE RELEASE

****Media Alert****

ORGANIC BABYLEGS SUPPORT EARTH DAY

10% OF SALES APRIL 1-22 TO BENEFIT MOTHER NATURE

BabyLegs to Adopt an Acre® of Costa Rican rainforest via The Nature Conservancy

- Who:** Seattle-based **BabyLegs** – worldwide industry leader and pioneer of the baby leg warmer trend.
- What:** BabyLegs celebrates Earth Day from April 1-22, 2008 by helping consumers give back to Mother Nature. Ten percent of sales from the company's organic line of baby leg warmers will help preserve a Costa Rican rainforest through The Nature Conservancy's Adopt an Acre® program.
- Details:** BabyLegs is a company dedicated to local and global aid, and recognizes Earth Day as an opportunity to give back to Mother Nature. From April 1-22, 2008, BabyLegs will support The Nature Conservancy's Adopt an Acre campaign with 10% of sales from organic BabyLegs.

BabyLegs is the recognized pioneer of baby leg warmers worldwide. In its second year of business, the company saw a sales increase of 300% and its products are now available in more than 50 countries.

The Nature Conservancy's mission is "to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive." The Adopt an Acre program has helped to protect more than 600,000 acres of rainforests around the world. Please visit www.nature.org.

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 ³Excellence in Children's Hosiery.² 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.

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