

BABYLEGS KICKS OFF 2008 ON THE RIGHT LEG

Over 1 Million Pairs Sold

SEATTLE—March 2008—BabyLegs, LLC, announces impressive sales of more than 1 million pairs of the company's hip line of arm and leg warmers.

Founded in 2005 by a professional snowboarder turned mompreneur, BabyLegs ended 2007 with \$3.5 million in sales. The two-and-a-half year old Seattle based company has products sold in 50 countries including Iceland, Israel, South Africa, and Dubai.

BabyLegs was awarded the "2007 Best New Brand" Earnie Award by Earnshaw's magazine for excellence in children's wear design, and recognized with the World Trade Center Tacoma's "Marco Polo" Award for pioneering in international trade.

Nicole Donnelly first made BabyLegs when her daughter began to crawl and needed her legs to be kept warm and rug-burn free, while allowing healing time during rashes. Donnelly cut the feet off of her snowboarding socks and pulled them over her daughter's legs, and the concept behind BabyLegs was born. As word of mouth spread among Seattle's young mothers, Donnelly began selling BabyLegs from her diaper bag in Seattle's coffee shops. The business has now expanded to retailers including Nordstrom department stores, specialty boutiques and stores throughout the world.

"My goal was to create a hip and functional product, and a business that adds value to its employees' lives and to the world," said Donnelly. "We have worked hard to create a product that families love." The kid- and dog-friendly BabyLegs headquarters offers health care, profit sharing, and flexible work hours. Employees enjoy potluck Fridays, in-office spa treatments, company retreats, and stipends for educational growth.

Locally and globally, community involvement has always been important to Donnelly. Employees are encouraged to live a sustainable life style, work remotely from home, carpool to work or use biodiesel fuel and an email with eco-tips and volunteer opportunities circulates weekly in the office. In May 2007, two BabyLegs employees embarked on a one-month cross country biodiesel road trip to educate BabyLegs fans about sustainable living and biodiesel.

The company regularly fundraises and donates product to countless organizations such as Children's Hospital and the Ronald MacDonald House, as well as sponsoring a different women's or children's non-profit organization each month. BabyLegs also supports the Sanyu children's orphanage and women's health center in Uganda, which Donnelly will be visiting later this month for the second time.

BabyLegs is a Seattle-based line of hip, high-fashion leg and arm warmers, combining function with style suitable for all ages. Since April 2005, BabyLegs has developed a loyal following among 'momsters', celebrities and fashionistas of all ages who put their own personality into layering each colorful BabyLegs design. BabyLegs retail for \$12 for an original pair, to \$28 for Organic Merino Wool styles. For more information, please visit www.babylegs.net.

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