



JOURNEY INTO ADVENTURELAND WITH BABYLEGS®
—BabyLegs®' Fall 2010 collection

FOR IMMEDIATE RELEASE:

Seattle, WA, August 2010—Step right up! *Fortune Tellers, Ferris Wheels, Show Ponies, Skee Ball, Tilt-a-Whirl* and more! Let the fashion fun begin!

Fall into autumn and journey into *Adventureland* with BabyLegs®. The collection celebrates the whimsy of amusement parks and carnivals with show-stopping prints and bold colors. *Candy Apple* pink/red/white striped leg warmers, *Mini Donuts* socks with scalloped edges, stripes and dots, *Funnel Cake* ruffle cuffed footless tights and *Sugar Pie* leg warmers with side seam and bow detail (new!) are all as delicious as they sound! *Atari* and *Asteroid* are a *Buzz* on the boy's side of *Adventureland*. A video game *Invasion* of stripes, scales, zigzags and electric colors pop on both leg warmers and socks.

Step into *Costume!* BabyLegs® has a treat for every trick! *Witch's Brew, Punkin', Bones, Purple Fairy, Ballerina, Cowboy and Monster Mash* are a few of the many leg warmers and socks available to stir *Mischief* on Halloween.

BabyLegs® Fall collection also includes a new *BabyLegs® Newborn* line of leg warmers, sized smaller especially for preemies and the first months of life.

Welcome moms and babies, welcome boys and girls to the world of BabyLegs® Fall 2010! Retail prices range from \$10-\$30 and are available at www.babylegs.com.

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About BabyLegs:

BabyLegs® leg warmers quickly became a parenting essential across the world because of their utility, practicality, and stylish appeal. The brand's continued

desire to design fashionable products to protect little legs and feet led to the expansion of the brand into children's hosiery. In 2009, BabyLegs® introduced baby socks and girls tights. This came on the heels of the acquisition of the brand by the United Legwear Company, a global manufacturer of hosiery and underwear. To learn more about BabyLegs®, please visit www.babylegs.com