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For Immediate Release

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Sanrio®



**SANRIO® & BABYLEGS® PARTNER
ON EXCLUSIVE HELLO KITTY® CO-BRANDED LEGWEAR
COLLECTION**



Sanrio, the global lifestyle brand and BabyLegs, the popular children's brand with essential child and baby products, will unite this Summer to unveil a collection of *Hello Kitty* socks, tights and the all famous BabyLegs leg and arm warmers.

“Our collaboration with BabyLegs offers a new specially designed collection of adorable legwear for infants and girls.” says Janet Hsu, President of Sanrio, Inc. “Expanding this product category is natural for the brand as we see mothers that grew up with Sanrio sharing their love of Hello Kitty and our iconic characters with their daughters.”



BabyLegs is the original designer of fashionable and functional leg and arm warmers, which have become a diaper bag essential loved by celebrities. Adorable graphics and signature colorways make the Sanrio BabyLegs collection unique with sizes for infants, toddlers and girls. Anticipating a high demand, BabyLegs will post a pre-order date for the *Hello Kitty* collection on its facebook page (www.facebook.com/babylegs) offering fans first dibs on the product. The collection will also be available on www.babylegs.com, www.sanrio.com, and at better department stores, specialty stores and select Sanrio stores for Summer 2011. Prices will range from \$10 - \$18 USD.



Hello Kitty, the iconic character that prompted a global phenomenon, has been delighting fans of all ages around the world for over 35 years. Appearing on everything from apparel and jewelry, to stationery, electronics and home goods, *Hello Kitty* and has become a staple in every girl's life.

“I am excited to embark on this new adventure with Sanrio, as it's an esteemed company with 50 years of experience. Hello Kitty is an iconic character that we are excited to incorporate into our BabyLegs family of designs,” announced United Legwear Company CEO, Isaac E. Ash.

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Look out for more products to come from BabyLegs and Sanrio for Fall 2011, including classic Sanrio characters *My Melody*[®], *Batz-Maru*[®] and *Little Twin Stars*[®]!

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About SANRIO

SANRIO, best known for global icon *Hello Kitty*[®] and home to many more endearing characters including *Chococat*[®], *My Melody*[®], and *Keroppi*[®], is celebrating its 50th Anniversary this year. August 2010 marked the golden anniversary for the worldwide lifestyle brand that was founded on the “small gift, big smile[®]” philosophy -- that a small gift can bring a big smile to people of all ages. Today, over 50,000 Sanrio-branded items are sold in over 70 countries around the world. In the Western Hemisphere SANRIO character-branded products are sold in upwards of 12,000 locations including department, specialty, national chain stores and over 100 Sanrio boutiques. For more information, please visit www.sanrio.com.

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.