

RELEASE DATE:
March 7, 2008

****Media Alert****

BABYLEGS STRIKE GOLD FOR PARENTS AND KIDS **“SEW GOLDEN” offers quality distinction and fun prizes** ***June 1—July 15, 2008 Win Gifts & A Grand Prize Trip to Seattle***

- Who:** Seattle-based **BabyLegs** – worldwide industry leader and pioneer of the baby leg warmer trend
- What:** BabyLegs announces “SEW GOLDEN,” its new golden mark of authenticity and a reason to celebrate with great prizes! Contest takes place June 1—July 15, 2008.
- Details:** Just in time for summer fashion, BabyLegs is offering fun prizes to celebrate the launch of its golden stitch of authenticity. The “SEW GOLDEN” launch will take place June 1—July 15, 2008, and winning tickets will be placed in randomly selected pairs of BabyLegs nationwide.

Winning ticket holders will be awarded prizes including bibs, blankets, children’s clothes, diaper bags, a year’s supply of BabyLegs, and one Grand Prize trip to Seattle.

The new gold stitching is an unmistakable over-lock stitch that prevents unraveling and is a signature of quality, integrity and thoughtful design put into each pair of BabyLegs. This distinctive stitch authenticates a true pair of BabyLegs.

“SEW GOLDEN” BabyLegs with winning tickets will be distributed to boutique and online retailers. For a list of participating retailers nationwide, please visit www.babylegs.net/

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

About BabyLegs

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.

*Visit www.babylegs.net for more information and complete set of official contest rules.

#####

Media contacts: Christy Luther / Susie West
Richmond Public Relations / (206) 682-6979
christyl@richmondpr.com / susiew@richmondpr.com