



For Immediate Release
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NEW OWNERSHIP AT WEE ONES

After thirty-five years at the helm of Wee Ones, Inc., CEO and Founder Barbara Agatstein and her daughter, President Betsy McPherson, have sold the assets of their company to Miles Faust, a former corporate executive from St. Louis, MO. Mr. Faust and his family own 100% of the new company, which will be known as Wee Ones, LLC.

Since its founding in 1975, Wee Ones has been the pride and passion of Barbara Agatstein. Under her leadership, Wee Ones grew from a small home-based business with products sold to a handful of local boutiques to become the leading brand of hair accessories in the children's apparel industry. Today, Wee Ones products are widely distributed across the United States in hundreds of boutiques, specialty and department stores.

Ms. Agatstein, whose designs have won the industry's coveted Earnie Award for the last eleven years, will continue to lead Wee Ones' design and product development areas as Chief Design Officer. "Wee Ones is like my second child," notes Agatstein, "I love the brand, the company and the people who work here. I am so happy to have found someone who shares my passion for the business, and has the skills and experience to lead this company into the future. Wee Ones will be in great hands."

Ms. McPherson will retain the title of President, and lead the company's focus on expanding its presence in specialty retailers. "Miles Faust is the perfect fit for Wee Ones," McPherson says, "We feel that the talent he brings to our team will help Wee Ones and our retail partners grow our mutual sales and profits. His experience in sales and marketing is exactly what we need at this time. Plus, he recognizes and values what is truly great about Wee Ones and plans to change nothing that is working well. Overall, we will have a much stronger company."

Mr. Faust is a 25+ year veteran of the consumer products industry, with broad experience in sales, marketing and general management, both domestically and internationally. He will assume the title of Chief Executive Officer and direct the company's overall strategy and operations. The company will continue to be based in St. Peters, MO, a suburb of St. Louis.

About Wee Ones

Wee Ones markets a variety of high quality hair accessories for babies and little girls to boutiques, specialty stores and department stores in the United States and abroad, as well as direct to consumers through its website, www.weeones.com. Wee Ones' product line includes premium hair bows, headbands, flip-flops, hats and other accessories. The company also offers a line for tweens called Deidra & Kiki, which features hair accessories, handbags, jewelry and sunglasses. More information can be found at www.deidreandkiki.com.

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