

## **Wee Ones Announces Licensing Agreement with Cranklz™**

For Immediate Release

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Wee Ones announced the launch of its new line of Cranklz™ interchangeable, reversible ribbon straps for shoes. The straps fit Crocs™ and Cayman Kids™ shoes. Wee Ones has been in business since 1975 and sells approximately \$6 million in accessories for infants and girls annually.

The company's primary distribution channels are independent specialty retailers and shoe stores. Betsy McPherson, current president of Wee Ones says "We feel that Wee Ones is perfectly positioned to market and produce Cranklz™ straps. Our customers that are already successful with Wee Ones bows sell to the exact consumer market segment that buy Crocs™ and Cayman Kids™ shoes for their children. What a great way to prepify their kids! They can also match their Cranklz™ straps to the hair accessories." Marsha Hartshorn, Wee Ones VP of Sales and Marketing, comments, "Our retailers are telling us that business is tough. We specialize in helping them to maintain profitable accessories programs and by offering this new and unique product at this time of year, we think we can help them to capture more sales in the typically slow months of April, May and June."

The new Cranklz™ for Wee Ones line includes 12 different styles that come in three sizes. Suggested retail price points will be \$10 and up. Cranklz™ is a trademark of Monkey Lisa. Neither Wee Ones Inc. nor Monkey Lisa is directly affiliated with Crocs Inc. Patent Pending on Cranklz™ straps.

Wee Ones' product line includes high-end hair bows, belts, flip-flops, tote bags and other accessories for little girls and babies. In 1995, they added a product line for Tweens, Deidra & Kiki, which consists of hair accessories, belts, handbags, jewelry and watches.

Wee Ones can be purchased online at [www.weeones.com](http://www.weeones.com), and are available at retailers nationwide. Deidra and Kiki for Tweens can only be purchased by retailers at [www.deidraandkiki.com](http://www.deidraandkiki.com). Wee Ones Inc. headquarters is located at 33 Cherokee Drive, St. Peters, MO 63376. Contact Wee Ones at 800-258-9996 or at [info@weeones.com](mailto:info@weeones.com).