

FOR IMMEDIATE RELEASE

**Wee Ones Announces Rebecca R. Ebershoff Showroom
as Los Angeles-Based Representative**

St. Louis, MO – Wee Ones, the premier manufacturer of girls hair accessories, has appointed Rebecca Ebershoff, Inc. as the exclusive representative for the company's products in Southern California and Hawaii. Ebershoff's showroom currently represents a number of contemporary, well-recognized brands and designer European imports, which offer clothing, outerwear and accessories for girls and boys, newborn to 16 years. The showroom is located in the California Market Center in Los Angeles.

"With the highly successful launch of our Petals Collection, and our Fall/Holiday '11 line already in stores, our brand has great momentum. We are excited to partner with Rebecca Ebershoff to showcase our products to current and new customers alike," said Miles Faust, owner and company CEO. "We are confident that the partnership with such a highly regarded showroom will help us expand the Wee Ones brand and better serve our customers on the West Coast."

Rebecca Ebershoff has been in business since 1984, and specializes in well known and high quality children's fashion brands and accessories. The addition of the Wee Ones brand will compliment the other lines she represents. Ebershoff's showroom is located in the California Market Center, 110 East 9th Street, Suite A656, Los Angeles, CA 90079, 212-622-9879, or online at www.shoprrekids.com. She also has a showroom in the Dallas Market Center in Dallas, TX.

About Wee Ones

Wee Ones is a manufacturer of premium hair bows, headbands, clips and other fashionable accessories for babies and young girls. Founded in 1973, the company has grown to become one of the most recognized names in the children's accessory industry, and has been the recipient of numerous awards for design excellence. Wee Ones markets its products to a variety of boutiques, specialty stores and department stores in the United States and abroad, as well as direct to consumers through its website, www.weeones.com. The company also offers a line for tweens called Deidra & Kiki, which features hair accessories, handbags and sunglasses, and can be found at www.deidraandkiki.com.

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