

FOR IMMEDIATE RELEASE

Wee Ones Signs Thread Showroom as its NYC Representative

(St. Louis, MO) Wee Ones, the most popular brand of girls' hair accessories, has appointed Terra Fazio of Thread Showroom to represent the brand in New York and New Jersey. Thread Showroom offers a wide range of uniquely designed and contemporary brands for babies and kids, including clothing, outerwear, and accessories.

"We're excited to have the Wee Ones line showcased in a leading New York showroom," said Miles Faust, Wee Ones CEO. "Thread Showroom's reputation for classic, yet trendy, styles is the perfect fit for our brand. We are thrilled Terra has agreed to join the Wee Ones team, and we look forward to building the Wee Ones business together with her."

Terra Fazio launched Thread Showroom five years ago, and her showroom has quickly emerged as one of the premier showrooms for quality children's fashion brands and accessories. The addition of the Wee Ones brand will bring the total number of lines she represents to 13.

Thread Showroom will feature the Wee Ones Fall/Holiday '11 line at ENK Children's Club Show, July 31 – August 2, 2011, at Pier 94 in New York City, Booth #2011.

The showroom is located at 34 W 33rd Street, Suite 30, New York, NY 10001. For more information, please visit www.threadshowroom.com.

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, this family-owned 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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