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WEE ONES' NEW COLLECTION GLITTERS

(St. Louis, MO) Wee Ones, the company behind successful and rapidly expanding lines of bows, clips and headbands is sparking the industry with the introduction of an exclusive glitter ribbon that is sure to take the classic hair bow to new heights. The new WeeSparkle hair accessory collection is hand-crafted from a unique grosgrain ribbon with a glitter-infused coating that does not rub off. First to market with this exciting new line, Wee Ones offers one-of-a-kind sparkle finish with classic styling, in 12 different colors. "This is one of the most unique ribbons I have ever seen, and we are excited to be the first to offer it to our retailers," said Miles Faust, Wee Ones CEO. "The WeeSparkle accessory line will certainly draw attention to anyone who wears the product." Great for dressing up, dressing down, playgrounds and pools, the WeeSparkle collection is perfect for girls of any age!

With glitter and glam, Wee Ones will launch the WeeSparkle collection in New York City at ENK Children's Club Show, October 1-4, 2011, Booth 9208. Wee Ones' classic and fashion styles, and popular Petals will also be featured, as Wee Ones makes its return debut to one of the most prominent shows in the children's apparel industry.

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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Contact:
Gina Faust
VP Marketing & Communications
314/400-6706
gina@weeones.com