

## **My Vintage Baby CEO Jessica Wiswall Issues Investor Update**

September 2, 2009

MCKINNEY, Texas -- (BUSINESS WIRE) – Jessica Wiswall, the CEO of My Vintage Baby, Inc. (Pink Sheets: [MVBV](#)), a public children's apparel company, has issued the following investor update.

“The Company generated a loss from continuing operations of \$218,561 and \$278,440 during the six months ended June 30, 2009 and June 30, 2008, respectively. Gross sales decreased from \$766,247 to \$412,945 for the same six months ended and related gross profit decreased from \$264,508 to \$193,136. However, gross profit as a percentage of net sales increased from 33.6% to 45.5% year over year. Overhead expenses decreased 24% from \$542,948 to \$411,697 from 2008 to 2009. The Company’s net loss decreased \$59,879 or 21.5% year over year.

We have made substantial progress in reducing costs and improving quality by consolidating fabric production, closing the Atlanta show room, outsourcing distribution, and hiring a full time pattern maker. These measures have significantly reduced overhead expenses, allowing us to turn our focus to increasing revenues.

Our [2009 Fall Line](#) was displayed at August trade shows in eight cities, including New York, San Francisco, and Dallas. New customers placed orders and current customers added to existing orders.

The 2009 Fall line is also being shown at in-home trunk shows by 18 new My Vintage Baby Direct Sales Reps. [My Vintage Baby Direct](#) is a pilot program expected to yield the many benefits of direct sales. Direct selling allows us to reduce prices, yet increase gross margins, providing a competitive advantage. Additionally, direct selling allows for quick expansion over large geographic

areas. Boutiques and other retailers will continue to sell our products in areas not covered by Direct Sales Reps.

We are looking forward to presenting our exciting Spring 2010 line to customers in late September.”

Jessica Wiswall, CEO

#### **ABOUT MY VINTAGE BABY:**

[My Vintage Baby](#) is recognized as “a piece of yesterday for the hip child of today.” Visit My Vintage Baby [Shop Direct](#) for select children’s wear and accessories.

This press release contains "forward-looking statements," which are statements related to future, not past, events. These forward-looking statements often include statements regarding our goals, plans, projections and guidance regarding our financial position, results of operations, market position, pending and potential business strategies, and often contain words such as "expects," "anticipates," "intends," "plans," "believes," or "seeks". Any such forward-looking statements are not assurances of future performance and involve risks and uncertainties that may cause results to differ materially from those set forth in these statements. These risks and uncertainties include, among other things, (a) general economic and business conditions, (b) the level of strategic partner incentives, (c) the future regulatory environment, (d) our cost of financing, (e) our ability to retain key personnel. These factors, as well as additional factors, could affect our forward-looking statements. We urge you to carefully consider this information. We undertake no duty to update our forward-looking statements, including our earnings outlook.

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