

My Vintage Baby Unveils Spring 2010 Fashion Collection

**Press Release**

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MCKINNEY, Texas--(BUSINESS WIRE)--My Vintage Baby, Inc. (Pink Sheets: [MVBV](#)), a public children's apparel company, has recently unveiled its new Spring line. The [Spring 2010 catalog](#) is now available for viewing on the My Vintage Baby website.

The appealing new designs range from the romantic Vintage Rose collection to the fashion forward Leopard Limeade collection. Original designs for babies and boys and girls are featured, as well as matching accessories including hair bows, baby blankets, and diaper bags. Several new women's tops are also included.

In addition to the online catalog, 848 color catalogs have been mailed to current My Vintage Baby retailers. Of these, 231 are direct sales catalogs with information to assist retailers who would like to become [My Vintage Baby Direct Sales Representatives](#).

My Vintage Baby is also pleased to announce that, to date, 63 new Direct Representatives have joined the original 18 member My Vintage Baby Direct Sales team, bringing the total to 81 representatives in 25 states. Applications for additional Direct Representatives for the Spring 2010 season will be accepted through November 15, 2009.

Pre-selling of the Spring 2010 line will begin on December 1, 2009 and end on January 31, 2010. Customers will be offered free shipping for orders placed during this time. Shipping of orders for the Spring 2010 season is targeted to begin in February, 2010.

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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