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## My Vintage Baby Launches into Growing Doll Clothing Market

MCKINNEY, Texas--([BUSINESS WIRE](#))--My Vintage Baby, Inc. (Pink Sheets: [MVBY](#)), a public children's apparel company, announced that it is offering limited edition outfits for eighteen inch dolls that coordinate with four of its fabulous 2010 Spring collections: Vintage Rose, Rock Out, Wild Child, and Jungle Fever. The fashion-forward doll outfits can also be purchased separately or in a set of four. These doll outfits are smaller versions of the actual girl's clothing, so the girls and their dolls can now match.

Due to the expected increase in sales of the Company's main product lines of approximately 300% year over year for the period ending June 30, the doll clothing represents only about 3% of 2010 spring sales. However, feedback has already shown the need for a larger percentage of this product line for the fall 2010 season.

"We created the doll outfits in response to our Direct Sales Representatives. They received numerous requests from customers whose little girls want their favorite companion to be as fashionably attired as they are. The eighteen inch doll market continues to grow, opening up market share for the Company to capture," stated Jessica Wiswall, CEO of My Vintage Baby.

The My Vintage Baby Direct Sales Representative team now has 136 representatives in 25 states, as well as three in Canada. To join the Direct Sales team, go to [Be a DSR](#) at My Vintage Baby Direct.

**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.

### Contacts

My Vintage Baby, Inc.

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