

Vintage Baby, Inc.

Frequently Asked Questions

How do I find out more about My Vintage Baby, Inc.?

There are a couple of sources for information about us. You can send an e-mail to invest@myvintagebaby.com, go to www.pinksheets.com and enter our stock symbol MVBV to view our financial and regulatory filings or call investor relations at 972.548.9850 extension # 3. (Updated 10/08)

As with any investment, you should contact your financial advisor to discuss the suitability of this investment based on your individual situation. (Updated 3/09)

Can I buy stock directly from the company?

No, interested investors may purchase stock through any licensed brokerage house. Our stock symbol is MVBV.PK (CUSIP 628 47C 100) and we are listed on the Pink Sheets.

The following is a list of brokerages (from the Pink Sheets website) that trade Pink Sheets securities (please note, these are mostly discount and online brokerages). We are merely providing this list of brokers as a starting point for your research and do not endorse or make recommendations as to suitability of any of these. (Updated 3/09)

- Ameritrade
- E*Trade Financial
- Fidelity
- Scottrade

What is Pink Sheets?

The following is from the Pink Sheets website. "Pink OTC Markets Inc. is the leading provider of trading systems, pricing and financial information for over the counter (OTC) markets. Pink OTC Markets provides broker-dealers, market data providers, issuers and investors with software and information services that improve the transparency and efficiency of the OTC markets. Pink OTC Markets' Electronic Interdealer Quotation and Trading System provides centralized information and messaging network for competitive market maker price quotations and execution negotiation in OTC securities." (Updated 3/09)

How does Pink Sheets work?

The following is from the Pink Sheets website. "In a dealer market, like the OTC, market makers compete for customer order flow by displaying buy (bid) and sell (ask or offer)

prices for a guaranteed minimum number of shares. Once an order is received, the market maker will immediately purchase or sell from its own inventory, or seek the other side of the trade until the order is executed. Pink OTC Markets serves this process by providing our Electronic Interdealer Quotation and Trading System, an Internet enabled application that permits the community of broker-dealers to view and update quotes in real time. Brokers wishing to respond to a bid or offer displayed over Pink OTC Markets' Electronic Interdealer Quotation and Trading System can contact the displaying firm electronically to arrange the transaction." (Updated 3/09)

What is your cycle for clothing?

Spring/Summer and Fall/Winter are the clothing cycles. Additional information is available on the full year business activities including the design, selling, order placement and revenue recognition timing in the "Yearly Business Cycle" on the Investor Relations page. (Updated 3/09)

When did My Vintage Baby, Inc. go public?

In June 2007 as a public company; however it started in 2003 out of Jessica's dining room and a friend's garage. (Updated 10/08)

What is the number of employees?

The company has four employees, three are full time, one is part time, and three are contract employees. (Updated 5/09)

What is the amount of common stock held by insiders?

As of May 2009 the following individuals hold shares (over 50,000):

Jessica Wiswall (CEO)	– 73,984,527 common (restricted)
Jeff Welsh (CFO)	– 50,000,000 common (restricted)
Lisa Welsh (VP)	– 16,320,000 common (restricted)

Shares are restricted for Jessica Wiswall, Jeff Welsh and Lisa Welsh (1 year from date of issue, and there are restrictions after the holding period that apply). There was a sale of 500,000 shares by Jessica Wiswall on February 4, 2009 due to a potential opportunity to fund an activity that would benefit MVBY. While it did not occur, she had gone through the time and expense of getting the shares out of restriction and did not want to go through the process to get them back in.

Total restricted shares including the above are 165,413,910.
(Updated 7/09)

What is the number of shares outstanding and number of shares freely tradable (public float)?

As of July 19, 2009 there were 514,571,112 shares issued and outstanding and 349,157,202 shares that were freely tradable (public float). (Updated 7/09)

What can you tell me about the alliances you have recently announced with several companies?

We found several high end companies selling complimentary products to discriminating buyers of quality fashion and accessories for infants and children. We decided to market, sell and support these companies' products. These alliances leverage MVBV's fixed cost and compliment the current MVBV product line and add non-seasonal revenue.

Ritzy Baby, a line of accessories known for their lush car seat covers, will be made available in the MVBV Dallas showroom. Ritzy Baby will be allowed to utilize MVBV's exclusive fabrics, creating the opportunity for cross merchandising for both companies.

Cowgirl Couture necklaces can be customized to match MVBV collections, thus creating the opportunity for cross merchandising for both companies. MVBV will also make available Cowgirl Couture necklaces on their own direct to consumer website; an online debut for Cowgirl Couture as they currently do not have a website.

The other alliance company is Happy Plop. (Updated 5/09)

Why are you not publicizing high profile customers when they carry your line?

We try to do press releases on our larger customers; however we must run the release through their management and legal organization. In some cases we have been able to run a release for one season but are not allowed the next. In a similar vein we do not discuss sales or sales comparisons for any customers without their permission. In this current competitive environment retailers are keeping their buying decisions close to the vest. (Updated 10/08)

Where is your manufacturing done?

The non company owned facility is the Starpith factory located in Chao Zhou Jiangdong Dush District, Guangdong, China. Through our relationship with Central Falls, our third party logistics company, we have access to additional non company owned factories that they use. (Updated 10/08)

How is the line sold?

We utilize manufactures representatives that are based in Atlanta, Jackson, MS, New York City, Chicago and Los Angeles to cover multiple states in their area. We operate a company showroom in the Dallas Market Center.

In addition, we have A Direct to Consumer section on our website that offers MVBV items that are sold exclusively this way as well as some of our Alliance partners' items. See below for more information on our Alliances. (Updated 5/09)

How often do you update your store locator?

We update it twice a year as we complete the shipments for that season's offerings. (Updated 10/08)

Why have you recently been issuing stock?

We have sold stock to provide additional working capital to support our operations. Unfortunately in today's economic environment there are limited sources of capital. We are actively looking at more permanent options as opposed to issuing stock. (Updated 3/09)

What's with the stock price?

Stock price is a difficult discussion at any time but especially now due to several factors. Each investor has their own set of criteria for establishing the worth of a company and thus its market price.

For some investors', it's all about the daily price movement. There is no searching for underlying business fundamentals, no real study of the financials, the management team, the product line, the number and quality of retail outlets, the investment in market research, etc. They have no long term stake in the company. There are certainly other investors that look at multiple areas before arriving at a price and are in for the longer term.

Recently there is the whole external environment that affects their short and long term thinking, especially in today's volatile economic times. Some investors may not be in the same financial position as last year or even last month and may have sold to cover other expenses. We simply do not know what factors the individual investor weighs when making his decision when buying or selling and what their price threshold is on any given day. (Updated 3/09)

What is the status of the Mid-tier line mentioned in the 2008 mid-year investor update?

The mid-tier line was aimed to provide 4 outfits in sizes 12 months to 10 years. Retailers wanted more styles and they also wanted margins that were not workable for us in providing a quality product bearing our name. At the same time, our boutique customers were also asking for more selections. In a case where we have a more loyal customer base at pricing that is acceptable to us, we made the proper decision to revisit this concept at a later date. We will see if Central Falls, our third

party logistics company, can provide help in sourcing a manufacturer for the mid-tier concept at margins and quality that meet our requirements. However, we will put our resources against the opportunities offering the greatest overall benefit. (Updated 10/08)

Do you use "chat rooms" such as Investor's Hub or Raging Bull for communicating with investors or potential investors?

As a business practice we want to communicate in a manner that both satisfies the regulatory agencies and provides factual and meaningful information to the investing community. We have elected at this time to not use chat rooms as a means of outbound communication. That does not mean that we do not look at these sites periodically to monitor what is on peoples minds. (Updated 10/08)