

## **My Vintage Baby CEO Jessica Wiswall Issues Mid-Year Investor Update**

Friday, July 18, 10:00 AM

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

“The launch of our 2008 Fall line is imminent. With this introduction we will expand our high-end unique existing collections and test market certain “every day wear” items. Our goal is to increase same store sales, improve per store turnover and permit retail venues to increasingly rely on My Vintage Baby Collections to be their turnkey “boutique within a boutique”. We are adopting new marketing strategies to aggressively expand the number of stores we serve, while reducing costs and enhancing the quality of our award winning My Vintage Baby collections.

A significant new concept under development is a mid-tier line that will appeal to large retail chains. We also expect to expand our exclusive signature Collection by adding more selections to our unique and nostalgic My Vintage Baby Boy's and Infant Wear collections.

Our extraordinary new ‘Vintage Couture Collection’, planned for Spring '09, will be available for direct consumer online ordering exclusively through our My Vintage Baby website. This exciting collection will be limited to 3 styles, one each for infants, toddlers, and girls.

The My Vintage Baby website is also being enhanced to simplify the ordering process for our retailers. We have had an increase in web-based orders by boutiques and shops. This new and improved system gives us the advantage in marketing and fulfillment worldwide without expensive travel or advertising.

We are nearing implementation of a marketing program relying on third parties to give us greater exposure through various venues. This effort will expand My Vintage Baby brand recognition nationwide and stores served.

We recently hired a manufacturer's representative group for the southeast, based in Atlanta, to extend our customer base in that region. We will be integrating our products into their showroom, significantly reducing our corporate overhead and travel expenses. This rep group will arrange for our unique My Vintage Baby Fall 2008 designs to be displayed at 5 apparel shows in August - September. The shows will be held in Charlotte, Fort Lauderdale, Nashville and twice in Atlanta.

Our NY rep group will be launching our Spring '09 designs, including our new maternity line, at another prestigious venue, the ENK Children's Club at Pier94 in Manhattan in August.

In summary, we are implementing plans in the areas of new product development, marketing, cost reduction and quality control. We look forward to introducing our new and expanded My Vintage Baby collections in future seasons.”



Jessica Wiswall  
CEO

For more information regarding My Vintage Baby please visit:  
[www.myvintagebaby.com](http://www.myvintagebaby.com).

Disclaimer:

#### CAUTIONARY STATEMENT ABOUT FORWARD-LOOKING STATEMENTS

This press release contains "forward-looking statements," which are statements related to future, not past, events. In this context, the 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 future acquisitions and business strategy, and often contain words such as "expects," "anticipates," "intends," "plans," "believes," "seeks" or "will." 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 the 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 complete acquisitions and dispositions and the risks associated therewith, and (f) 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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