

FOR IMMEDIATE RELEASE

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**ALL DRESSED UP AND
EVERYWHERE TO GO**

***Karito Kids® Are Getting All Dolled Up
And Heading For The ABC Kids Expo***

Los Angeles, CA (October 24, 2008) – Not only are the Karito Kids® the newest, smartest and most international dolls on the block, but now they sport the hippest clothing! And to prove it, they're packing their bags and heading for ABC Kids Expo where they're going to hit the runway with six brand new outfits. The World Collection of Fashion and Accessories reflects the contemporary clothing style of each country and the notion that fashion is similar around the world. The fashion show will be in Booth A-1804, 1st floor, south hall, at the Las Vegas Convention Center from September 7 to 10.

Karito Kids is presenting its clothing and accessories packaged as complete outfits to make selling them a breeze for specialty stores. While most other companies sell shoes or handbags separately for \$10 or \$15 each, these extremely well-made outfits include everything a smart-dressed girl needs for a complete outfit and are competitively priced with other top lines. But price is where their competition ends, because when you add in style, concept and quality there simply is nothing like what you get from Karito Kids. Each outfit and accessory will include a World Citizen Activation card which enables the child to visit the company website, enter the code and then choose the charitable project to which 3% of the retail price will be directed through children's charity Plan USA.

Here's what's on the card for ABC Kids Expo:

Zen Vibe – Yoga Outfit

In order to care of others you must take care of yourself too; that's why our Karito Kids take time out for yoga. Fit for any Zen den, this outfit includes a stretch tee with tapered midriff, a separate snapped wraparound crop top with 3/4 sleeves and low rise yoga pants. This set is finished off with yoga shoes made from soft mesh with Velcro closures. This ensemble comes complete with your very own yoga mat with Jacquard trim, a towel, and a faux leather bag with matching trim to put her essentials and an outside Velcro closure to wrap up the mat. (7 Items) MSRP \$48.00

Sunny Days - Colorful Sundress

No matter where she lives this colorful cotton sundress will be a sure hit. After all, who wouldn't love this high quality A-line dress that has a fitted top with a high waist and those "must have" wrap around platform sandals? And don't forget, before she leaves the house, she can grab her purse which compliments the shoes and be sure to slip her bangle bracelets on a wrist to complete her look. (6 Items) MSRP: \$38.00

Sweet Dreams - Pink Pajama Set

Be sure she is set for her next sleepover looking pretty in pink. These pajamas include a baby doll top that is complete with details of satin bows and eyelet trim over 3/4 cropped flared pants with matching trim. Our Karito Kid has her matching robe with its empire waist and eyelet cotton cuffs as well as her platform plush slipper flip flops. (5 Items) MSRP: \$36.00

Slumber Party - Kitty Sleeping Bag and Plush Kitty

Our jetsetter never wants to be caught without somewhere to sleep, so she carries along her own sleeping bag and trusty plush kitty to cuddle. This beautiful appliquéd fleece sleeping bag has white satin trim with a blanket stitch for her to tuck underneath her chin. (2 Items) MSRP: \$40.00

Party Princess - Lavender Party Dress

For those special invitations, our Karito Kid has just the thing to pull from her closet to look her best. This beautiful party dress, made from a high quality cotton chintz fabric, is tailored just so with a fitted bodice, drop waist and flared skirt. The unique off-the-shoulders sleeves have over the shoulder strap bows made from white grosgrain ribbon. The white crinoline netting peaks from beneath the skirt to give it the right amount of flirty flair. Matching white faux leather ballet slippers and box purse come along with a faux pearl bracelet to make this a must have outfit. (4 Items) MSRP: \$34.00

Dreamwear - Lavender Nightgown

Every girl dreams of becoming a princess. This sleepwear set will give her a head start from the moment she puts it on. Made from lush velour fabric, the ankle-length nightgown has ruffled sleeves and waist made from lavender satin with matching trim. Her robe, made from white velour with lavender diamond quilted satin trim, coordinates alongside the white, long plush, fuzzy wuzzy slippers. (4 Items) MSRP: \$36.00

Play Date - Cargo Play Outfit

This travel smart style cargo play outfit is ready for fun featuring a floral ruffled edge baby doll top with orange plastic rings on the shoulder straps, cropped pants with white top stitching above drawstring leg, rope platform sandals, soft bucket hat with crocheted flower and grommets; oversized multi-color bag (6 Items) MSRP: \$40.00

KidsGive is the manufacturer of the new line of dolls and books that is redefining corporate social responsibility. How? By developing an interesting and unique concept that directly brings the child into the actual process of giving to, and understanding the development of, children's humanitarian projects around the world. Kids are empowered to choose a project within children's charity Plan to which 3 percent of the retail price of all Karito Kids products are directed. KidsGive's goal is to teach a generation of children what charitable giving really means.

The line launched in summer 2007 with five doll and book sets:

- Zoe and book "The Manhattan Menace"
- Wan Ling and book "Shanghai Secret"
- Lulu and book, "Nairobi Nightmare"
- Pita and book, "Mexico Mystery"
- Gia and book, "Florence Fiasco"

Karito [ka-ree`-toe] noun.

Etymology: from the constructed international language, Esperanto, a universal second language created to foster peace and international understanding.

1: charity, 2: love of one's neighbor

See www.karitokids.com to learn more.

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