



FOR IMMEDIATE RELEASE

STINKYKIDS™ AND CELEBRITY BABIES HAVE MORE THAN JUST NAMES IN COMMON

Instilling a Positive Message in Kids is the Common Thread

(July 28, 2008) Atlanta, Ga. - The ten StinkyKids of the Atlanta-based StinkyKids Brand Tees and some of Hollywood's a-list babies share more than just a name in common, they have creators whose goals it is to instill a positive message to share with friends. StinkyKid Max, StinkyKid Trey, and StinkyKid Joey all share names with the children of Jennifer Lopez, Kate Winslet and Will Smith, and like their parents, the StinkyKids use their t-shirts as a vehicle to spread their motto: "Always Be A Leader of Good."

Since their inception and before turning a profit, StinkyKids immediately began donating 15% of their profits to a Washington, DC-area nonprofit, Books, Bears and Bonnets™, which provides gift baskets to children and adults fighting cancer.

Creator and the artist of The StinkyKids, Britt Menzies, a former Fortune 500 accountant and stay-at-home mom, was asked by her daughter, Emma, who happens to share the name with Julia Roberts' niece, Emma Roberts, to draw her as a ballerina. Thus, StinkyKids was born.

"I have always tried to instill positive values in my children and their friends," said Menzies. "When I realized Emma's ballerina was the beginning of StinkyKids, I knew this was the way to spread a positive message in a fun way to kids and parents alike."

Like the Jolie-Pitt clan, the StinkyKids are not only "Leaders of Good", but they are multicultural. The ten little Stinkers represent Caucasians, Latinos, African-Americans and Asians.

"Our message is universal and being able to impact a wide-range of cultures is very exciting for us," continued Menzies.

In addition to Books, Bears and Bonnets, StinkyKids has made product and financial donations to: Orphaned girls in the Congo; Ronald McDonald House; an Atlanta-based 6-year old autistic boy's walk for Autism Speaks; and the LAPD's Eagle and Badge Gala.

Stinky Kids has also created a special edition tee for Girls on the Run International (GOTRI), a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running. Forty percent of each t-shirt sold will be donated to GOTRI. The special edition StinkyKids tee shows the six female StinkyKids holding hands with the company's motto, "Always Be a Leader of Good" underneath the graphic.



Just like Dannielynn Hope Marshall Birkhead, daughter of the late Anna Nicole Smith, the StinkyKids love television classics, like Sesame Street, which teach positive values and spread their positive messages.

Industry executives feel the same way.

"StinkyKids is unique new brand because it encourages kids to do well by doing good. This compelling message helps it stand out in the pack," commented Nan Halperin, Children's Products and Media Consultant, who has worked with some of the most classic and famous children's programs.

From every corner of the globe, StinkyKids have become parents' and children's favorite new messengers and are being sold across the United States, Puerto Rico, Denmark, Germany, Singapore and the Philippines.

The tees range in size from infant to adult, and are 100% cotton and made in the USA.

For more information or to purchase a StinkyKids apparel, merchandise and paintings, visit www.StinkyKids.com.

###

About StinkyKids™

Simply put, StinkyKids is a breath of fresh air in the apparel industry. Fun, fabulous and fashionable, StinkyKids is a company dedicated to celebrating the innocent and simple joys of childhood. StinkyKids are kids at their best. Backed by our motto, "Always Be A Leader Of Good," StinkyKids are regular kids that make good choices. The company is based in Atlanta, Georgia. For more information, visit www.stinkykids.com.

About Britt Menzies

Britt is a graduate of Florida State University with two degrees — accounting and finance. While enjoying a career with a successful Fortune 500 company that allowed her to travel the world, she always had a passion for art. The birth of her son inspired her to leave the corporate world and revisit her creative side. Today, a few years and a daughter later, the result is StinkyKids.