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**STINKYKIDS™ BRAND TEES ENDS 2007 ON THE TODAY SHOW
AND KICKS OFF 2008 IN NORDSTROM**

"Always Be a Leader of Good" Message Resonating Across the Nation and Around the World

(February 8, 2008) Atlanta, Ga. -- StinkyKids™ Brand Tees, an Atlanta-based apparel company which put the innocence and simple joys of childhood into its every-day wear tee-shirts, has made their, "Always Be a Leader of Good" motto resonate on the media waves throughout the nation and around the world. From *The Today Show*, *ABCNews* and *Fox News*, to *CBS 46 News*, *DarynKagan.com* and various publications in the Atlanta area, including *The Atlanta-Journal Constitution*, StinkyKids has been able to spread its message.

Since folding its first shirt in August 2006, StinkyKids has not only hit the media wave to impact children and adults alike, but they have been stocking shelves domestically and internationally. Now with sales across the United States, Puerto Rico, Denmark, Germany, Singapore and the Philippines, StinkyKids' multi-cultural characters are becoming international household icons. Even young orphan girls and boys in the Congo, Africa, are sporting these "little stinkers."

"After starting StinkyKids, I was thrilled to be given the opportunity to donate forty shirts to orphan girls and boys in the Congo," said Britt Menzies, founder and artist of StinkyKids. "It's important and empowering for children to know that no matter where and who they are, they can have a positive impact on their community by 'being a leader of good,'" added Menzies.

Menzies was asked to donate the tees by the Dikembe Mutombo Foundation, which was making a visit to the orphanage in July 2007.

With the commencement of 2008, StinkyKids continues to build its momentum and has added NORDSTROM as its newest vendor. The national-retailer is selling the toddler girls-shirts in several of their West Coast showrooms as well as Florida and Georgia. NORDSTROM joins StinkyKids long list of retailers like the Ritz Carlton in Puerto Rico and Georgia, as well as boutiques like *Celebrity Kids* in Pinellas, FL.

The New Year is not just proving to increase StinkyKids' vendor list, it is also providing opportunities for StinkyKids to perpetuate its "Always be a Leader of Good" motto.

For the second year, StinkyKids had donated an original StinkyKids painting and StinkyKids mommy&me tees to a silent auction benefiting the Atlanta Ronald McDonald House charities.

"The StinkyKids products fit so well with the spirit of the Ronald McDonald House silent auction because they both give us a chance to treasure the children in our lives while giving back to a good cause," commented Libby Parris, Port O Call Host Committee member. "Additionally, the Stinky Kids package always creates quite a stir among the guests at our auctions," continued Parris.



As if helping orphaned Congolese girls and boys and the Ronald McDonald House weren't enough, StinkyKids also donates a portion of its proceeds to help support the fight against cancer by donating 15% of its proceeds to a Washington, DC area non-profit, Books, Bears and Bonnets. The 501c3 was founded by Menzies' mother in memory of Menzies' aunt who passed away from uterine cancer.

"I knew I found my passion when I could create fun artwork, spread a positive message and be a cog in the wheel for positive change locally and globally," said Menzies. "StinkyKids isn't just about selling a tee that makes you smile, for me, it's about knowing when all is said and done, you've made a positive difference in people's lives, and given them the opportunity to do the same."

From every corner of the globe, StinkyKids have become parents' and children's favorite new friends.

"I'm a new step-mom to two little Danish girls who don't speak English and I'm always looking for activities and gifts that I can share without language," said Genevieve Fry-Kjerrumgaard "My step-daughters loved the SinkyKids t-shirts I gave them so much that my youngest wore it to school and came home proud, telling us how all the kids in school asked and wanted to know where she got her *lille pige* (Danish for "little girl")."

The ten characters are available in boy and girl varieties, represent Caucasian, Africa-American and Asians, and come in sizes ranged from infant to adult. The tees are 100% cotton and made in the USA.

For more information or to purchase your own StinkyKids tee, visit www.StinkyKids.com.

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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.

About Books, Bears and Bonnets, Inc.™

Books, Bears & Bonnets, Inc. is a Washington, DC area non-profit organization founded by Merrily Ansell, Britt Menzies mother in memory of Britt's aunt who died of uterine cancer. They provide whimsical gift boxes to children and adults fighting cancer and other serious illnesses. For more information, visit www.booksbearsbonnets.org.