



PRESS RELEASE

Fierce Hugs Launches Organic Babywear as “Organic Wearable Art” 2008

ASHBURN, VA, Mar. 2008 – Fierce Hugs Inc., a designer of organic cotton children’s clothing and gifts, announced the launch of its new clothing line, positioned as ‘Organic Wearable Art.’

As the green movement is increasing awareness into the way consumers eat, it is likewise moving into the way consumers dress, most particularly for their children. Co-Founder Tina Fusari, stated “We are pleased with the high quality of our organic cotton products which are created using fair labor and low-impact dyes. They are better for the planet and for our children, and consumers are just beginning to understand the benefits of organic cotton farming over conventional cotton crops.”

Fierce Hugs Inc. is dedicated to sustainability and to creating a unique product for a widening market of hip, design minded parents. Hani Hong, Co-Founder, stated, "We are enthusiastic about our new line of organic cotton clothing for children and bringing more design focused imaginative graphics that the new generation of hip parents appreciate. Fierce Hugs clothing are collectible wearable baby art, and we’re proud to support the independent artists who are creating the artwork for us.”

The collection currently is sold in separates, with baby bodysuits from 0-6 months, and baby tee shirts up to 6-24 months, featuring a new young artist from Torino, Italy, Silvia Osella. All shirts are sold for \$24 each, and the online shipping is a flat rate of \$5 within the United States though they are sold worldwide. The clothing come in bright inspired colors using AZO-free low impact dyes. The Company anticipates the addition of new designs from Dagmar Meinders, from the Netherlands by Summer.

Fierce Hugs, Inc. (<http://www.fiercehugs.com>) is a new designer, manufacturer and wholesaler of luxuriously soft organic cotton apparel and baby gifts for a widening market of design focused parents. It is dedicated to sustainability, and is a unique lifestyle brand bringing together eco-consciousness with design consciousness. The Company markets directly to consumers worldwide through various online outlets including its online store, www.fiercehugs.com, and will be available in retail outlets nationwide later this summer. Fierce Hugs is building a reputation for excellence in product quality and value and is a member of the Organic Trade Association. The Company aims to be a leader in its class as a manufacturer of quality organic apparel.

Contact:

Hani Hong

Ph: 571.484.2676 or 310.496.6548

hani@fiercehugs.com

www.fiercehugs.com

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