

Snugfits™ *tees for tots!*

Hello!

We are a young company completely devoted to helping parents make dressing their children an exciting, meaningful and fun activity. Around here, everything we do is to support outfitting kiddos in a spirited fashion – enthusiastically, proudly and humourously... expressing the unique character of each child. *Well, let's be honest - the parent, too!*

Who said that getting your child dressed each day had to be boring and unimaginative? I started Snugfits™ because I was tired of the monotony. I was craving an *experience*, an art form. Something to raise a few eyebrows. Initiate a conversation. Why not? My babies had something to say – *and so did I!*

Like so many other moms, dads, grandparents, aunts, uncles, godparents and friends of children that we've had the pleasure of meeting since the conception of Snugfits™ – we want tees that signify our attention, our love, our wit, our pride and our beliefs.

And we want nothing but the highest quality threads. Thick and soft – substantial. Something to last, even pass down. Something that doesn't look like it was grabbed off the rack at a discount store. Something special...

And that's what we've done!



Sara Reider
FOUNDER • SNUGFITS™



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Once upon a time...

Instead of a silver spoon in my mouth, I was born with a silk screen in one hand, a squeegee in the other, and plastisol ink on my face! While a student in the school of architecture, my father, Gene Hammond, started a sportswear company to pay his way through college. His company grew rapidly, selling printed tee shirts, sweatshirts, jackets and laundry bags. His clean, contemporary designs were ahead of their time. His early catalogs often featured friends and family (including me!) who modeled his products.

I grew up absorbing his philosophy for simplicity and modern art – with a natural knack of my own for creating it. Eventually, I went off to the Art Institute of Atlanta. After graduating, I dove into the world of advertising, working for several agencies as a graphic designer and art director.

After the birth of my first son, I started searching for some cool baby onesies and tees. I was disappointed to find the selections were limited and the quality not up to my expectations. I'd find the message I was looking for, but the design was awful. Poor font choices and sloppy execution is what I was discovering. I also wasn't seeing the color options I had envisioned. So, I decided to go back to my roots and make my own!

I designed my website from scratch and did my own photography (using my son and niece as models). My tees are a labor of love from conception to creation. With the help of my crew (aka husband, Brett), our business is completely hands on.



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Press Release

Snugfits™ Debuts Modern Collection of Cool Baby Tees and Onesies

Wilmington, NC. May 20, 2008 -- Newly introduced Snugfits™ is a unique line of modern baby onesies and cool tees with bold messages of love, laughter, wit, cultural pride, political affiliation and special interest. Founder and designer Sara Reider has taken her knack for graphic design and typography online with the launch of www.snugfits.com, creating designer apparel for babies and toddlers that is expressive, both in thought and design. Reider offers a wide selection of onesies, shirts, hats and pants that can be customized to suit shoppers' preferences in fabric color, ink color, sleeve length and size (0-3 up to 18-24 months).

"The dream of opening Snugfits™ began shortly after the birth of my first son, Gavin," states Reider. "My design philosophy is all about simplicity and modernism. It encompasses strong statements that are tastefully edgy, hopelessly cute, downright hilarious and even a little controversial. There is something for everyone."

With more than 250 designs that express meaningful thoughts and entertaining messages, she offers more designs and color options than any brick and mortar retailer could stock. Snugfits™ meets the needs of a growing number of parents, grandparents, aunts, uncles and friends of the family who are looking for unique apparel that expresses the personality of the special children in their lives.

Some design examples are "mama's boy," "still breastfeeding," "natural immunity," "recovering colic" and "organic baby." There are also creative collections just for twins and triplets. Snugfits™ will continue to introduce new styles and designs to their line as fresh ideas grow and old ones are rejuvenated. There are also plans to create additional lines for older kids and expecting moms.

In addition to clean, contemporary fashion, Snugfits™ aims to provide support to new parents. Reider, along with husband Brett, has created her own parenting blog - designed to share down to earth thoughts, tips and stories... anything having to do with being a parent.

Snugfits™ can be found in several boutiques across the U.S. and Canada, or by visiting the company's website at www.snugfits.com. Priced at \$20.00 with free shipping in the USA, the onesies and baby tees are perfect for a baby shower, birthday or holiday gift and can be gift wrapped in a reusable organza drawstring bag upon request. Wholesale inquiries are welcome. Further information about Snugfits™ baby apparel may be obtained by making contact through the website or by calling (910) 447-0120.

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The logo for Snugfits.com features the word "Snugfits" in a playful, rounded font where each letter is a different color: S (orange), n (yellow), u (green), g (blue), f (purple), i (pink), t (grey), s (grey). The ".com" is in a simple, grey, sans-serif font.

Surf's up!

10% of our proceeds are donated to Surfers Healing, a foundation that is very near and dear to our hearts. Our oldest son, Gavin, was diagnosed with a developmental delay, not otherwise specified (DD-NOS) at just 13 months old. At the age of 3, he was re-diagnosed with autism. We started participating in the Surfers Healing camp at Wrightsville Beach, North Carolina when he was 2. Ever since, it has truly become the highlight of our summer when Surfers Healing returns each year.

Surfers Healing was founded by Israel (Izzy) and Danielle Paskowitz. Their son, Isaiah, was also diagnosed with autism at age 3. Israel is a former competitive surfer and started the camps to offer surfing therapy after seeing what a profound impact it had on his own son. Camps are held all summer and fall at various locations along both the west and east coast.

Surfers Healing brings needed respite to the lives of children with autism and their families. It's a day filled with excitement, hope, pure joy... and peace. Parents congregate to cheer each other's children on and unite in the struggle to combat this challenging diagnosis. Our children find sensory relief and calmness on the water, along with a sense of pride and accomplishment on the surf board.

The camps are free to families who want to participate. The events are catered with food and drinks, equipment is provided, and the organizers and surfers volunteer their time. The organization depends on donations to buy needed equipment and supplies, pay for travel expenses, cater the events, and expand the number of camps each year. By purchasing from Snugfits™, our customers are making a difference in the lives of hundreds of children with autism... and we couldn't be more grateful.

To learn more, please visit www.surfershealing.org

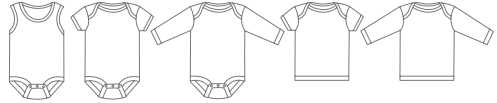
*Gavin surfing with
Izzy Paskowitz*



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It's all in the details...



Our customers can choose from an adorable snapsuit (onesie) or lap tee in several sleeve lengths. We offer sizes 0-3, 3-6, 6-12, 12-18 and 18-24 months (snapsuits up to 12-18). Everything is made from 100% cotton and no harmful stain resistant or flame retardant chemicals are used.

Our specialty is providing for customized fabric and ink color combinations. All of our tees come in white, yellow, pink, blue, lavender, lime, gray, orange, fuchsia, turquoise, red, green, brown and black. Our ink selections are black, white, pink and blue. We print to order with highly durable plastisol ink and an underlying adhesive. The design will withstand hundreds of washings and may be tumble dried. Constructed from thick, buttery soft 6.0 ounce fine interlock knit featuring 100% ring-spun super combed cotton for a snug, contoured fit that gently hugs the body. Envelope neck with lap-over sleeves (except for the tank-style top) and 1/2" double-stitched binding. The snapsuit boasts triple silver seat snaps for quick diaper changes and the same 1/2" double-stitched binding at the leg openings.



Our knit pants and infant caps (available in all colors, constructed of identical fabric) are also available to make for a complete outfit. We carry a selection of BabyLegs, too!

All of our tees retail for \$20.00 each. Our pants and BabyLegs are \$12.00 and our infant caps are \$10.00.



Shipping is free in the USA! International customers are also welcome for a low \$5.00 flat-rate fee per order. Both with no minimums.

Additionally, we have organza gift bags with satin ribbons and personalized cards available to purchase for \$3.00 during checkout. Most orders ship within 24-48 hours, excluding weekends and holidays.



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