



Building a strong foundation for babies in poverty.

FOR IMMEDIATE RELEASE

Petit Bateau Alliance with Room to Grow To Increase Charitable Donations

Retail store network will accept baby items for families in need

New York, NY (January 25, 2008) – **Petit Bateau**, the global iconic clothing brand from France, has announced a new collaboration with Room to Grow, a nonprofit organization that aids low-income families. Petit Bateau will become the first retailer to accept in-store donations that will then be distributed for free by Room to Grow in New York and Boston.

Under this unique partnership, Petit Bateau boutiques in Manhattan, Hackensack, Greenwich and Boston will become local donation centers for Room to Grow. New and gently used baby items will be accepted at all Petit Bateau stores to help the organization simplify collection and distribution to families.

“Petit Bateau represents qualities that should be a natural part of every childhood, including comfort, happiness, and playfulness,” said William Ryan, president of Petit Bateau USA. “This new relationship with Room to Grow is a perfect match for us, and we know it will help better the lives of children during their crucial development years,” added Helen MacIsaac, VP International Petit Bateau.

To underline its commitment, Petit Bateau will donate over \$50,000 of its own merchandise to Room to Grow in 2008. Customers at each Petit Bateau store will also be offered a 10% discount on purchases if they donate their gently used baby items. In addition, customers will receive a 20% discount on any new Petit Bateau items purchased for an immediate donation to Room to Grow.

“This innovative alliance sets a new model for Room to Grow and will allow us to increase our donations considerably,” said Lexy Mayers, Executive Director of Room to Grow in New York. “We were delighted that Petit Bateau took the initiative to offer us such a creative idea for collaboration.”

Petit Bateau hopes the alliance will raise awareness of Room to Grow among their customers, while reinforcing the brand’s roots in childhood. Room to Grow, founded in 1998, is dedicated to enriching the lives of babies born into poverty during their critical first three years of development.

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About Room to Grow

Founded in October 1998, Room to Grow is a non-profit organization dedicated to enriching the lives of babies born into poverty throughout their critical first three years of development. Parents expecting a baby are referred to Room to Grow by a selected group of prenatal programs serving low-income parents throughout the five boroughs of New York City and Boston. Upon their referral, parents visit Room to Grow every three months from just before the birth of the baby until the child turns three. During their one-on-one appointments with a clinician, parents select new and nearly new clothing, toys, books, and other baby essentials, free of charge, and receive information and support to ensure their child's healthy and secure start in life.

Room to Grow began out of the recognition that every parent raising a child in these early years needs information, support, and all the essential items for their growing baby; and that every child deserves the opportunity to have basic needs met, to learn and grow, and to reach his or her fullest potential. Room to Grow was founded in 1998 in New York City, and in 2004 expanded to a second site in Boston, Massachusetts.

About Petit Bateau

Founded in France in 1893, Petit Bateau hails from a rich history that for many conjures sweet memories of childhood happiness, passed forward from generation to generation. Petit Bateau offers a full line of clothing and underwear made for children of all ages, as well as for their parents. Consistent high quality coupled with French styling makes Petit Bateau unique in its sector. Petit Bateau is also popular in many countries in Europe, Asia and around the world.

How to Donate

Donations to Room to Grow may be dropped off at the following Petit Bateau boutiques:

New York – 1100 Madison Avenue at 82nd St. (212 – 988 - 8884)

Hackensack, New Jersey – The shops at Riverside - 1 Riverside Square (201 – 441 - 9882)

Greenwich, Connecticut – 84 Greenwich Avenue, Greenwich, CT (203 - 622 - 8300)

Boston – 171 Newbury Street (617 – 425 - 0042)

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