



For more information, please contact:
Dena Trapani, PINK PR, 212-472-7824

NO GIRLS ALLOWED

Introducing the stylish online boutique Pure Boy Clothes... *All Boy, All the Time*

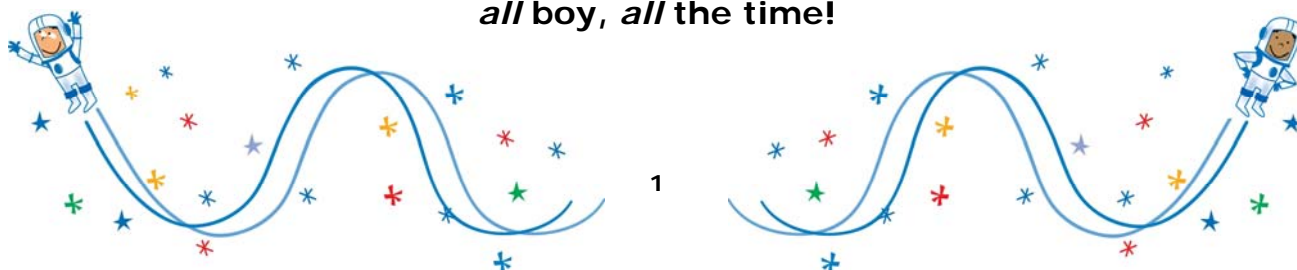
September 2006, New York NY- Introducing Pure Boy Clothes, a new online boutique specializing in designer clothing for your little man. This one-stop shop has all the trendy styles you've been searching for. It's a one-of-a-kind website that's committed to bringing you stylish, high quality tops, bottoms, outerwear, pajamas and anything else necessary to dress your "pure boy".

Now moms, who have visited endless storefronts looking for cool duds for boys, can easily find it all in one place at PureBoyClothes.com. You're sure to find that special something to make your toddlers and little boys stand out... what you won't find is commonplace sail boat knits, teddy bear underoos, and most importantly, anything pink.

Why? Because that's the way owner Ellen Wolpin intended it to be. She found it challenging to dress her twin boys, Max and Zack, after they turned one. It was difficult to find outfits that were "pure boy" and not worn by everyone else at the playground. Ellen would spend most of her free time scouring store after store trying to find the latest and trendiest clothing for boys. Her frustration and sore feet led to the inspiration for Pure Boy Clothes.

Located in Manhattan, Ellen finds and brings sought-after brands including Ed Hardy, Bo Bo Brooklyn, Kingsley and Gold Rush to shoppers around the country- 24 hours a day, 7 days a week. All of Pure Boys brands are chosen for their attention getting ability. Many of these items found on the site are usually available in exclusive boutiques, but now you can find the perfect designer shirt, pants or something extra, from the comfort of your own computer desk.

**www.PureBoyClothes.com has it all...
all boy, all the time!**





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A sample of our extensive collection of brands...



Ed Hardy



City Rags



Morfs



Our "Pure Boys" in Bo Bo Brooklyn





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Brand List

Available in Toddler & Kids sizes

BoBo Brooklyn
Big Fish
Cakewalk
City Rags
Claesens
Dirty Laundry
Dogwood
Foey
Ed Hardy
Gold Rush
Honestbaby
IKKS
Jackson Clay
Jean Bourget
Joe Black
Joe's Jeans
Kaos (aka Trash)
Kingsley
Losan
Mish Mish
Morfs
One Kid
Shilav
S.P.UDZ
Takkoda
Tiny Bubbas
Wild Mango

