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**HOUSE OF MONGREL™ INTRODUCES BABY & TODDLER
APPAREL COLLECTION**
Colorful, eco-friendly clothes designed for fun.

Brooklyn, NY & Washington, DC — Brown Bag Brands LLC today unveils its debut brand, House of Mongrel™, a collection of eco-friendly baby and toddler apparel. The brand is being introduced both online and at KIDShow, Bally's Las Vegas, which runs through August 27, 2008. For a preview, visit houseofmongrel.com.

Crafted in India at a fair-trade-certified factory, the line features 100% organic cotton; vibrant, low-impact dyes and inks; and playful, vintage-style graphics. All of the pieces are designed for mixing and matching, and the collection includes a variety of coordinated sets packed in display-ready gift boxes.

You don't have to be beige to be green.™

"Parents feel good about buying clothes made from earth-friendly materials," says Scott Wallis, House of Mongrel co-founder. "What we wanted to create was a collection that kids would have a ton of fun wearing, too: colors that shout, designs that spur the imagination. With this line, everybody wins."

The inaugural season will include seven classic styles in six colors: Short- and Long-Sleeve Bodysuits, Short- and Long-Sleeve T-shirts, coordinating Skull Caps, and relaxed, yoga-style pants (appropriately called Chillin' Out Pants), all made from supple, 100% organic-cotton interlock; plus Zippered Hooded Sweatshirts, made from organic cotton fleece. The tops and caps feature vintage-inspired screen-prints and embroidery, while the pants are offered unadorned for versatility. Sizes range from newborn to 2T.

For wholesale inquiries, contact Scott Wallis at scott@brownbagbrands.com or 202-462-0861. To place an order or request a retailer kit, visit houseofmongrel.com.

House of Mongrel is the premier brand of Brown Bag Brands LLC, a family company based in Washington, DC and Brooklyn, NY. Founded in 2008, the company is dedicated to creating top quality, earth-friendly products. To learn more, visit houseofmongrel.com.

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If you'd like more information and/or high-resolution photos for publication, please email Laura Wallis at laura@brownbagbrands.com or call 347-426-6808.

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