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**Joli Bebe Boutique, LLC announces new business model.**

*Joli Bebe Boutique, LLC, parent company of Joli Bebe Organic and Jolie Maman announced new ownership and business model to focus on customer service and brand growth.*

/24-7PressRelease/ - BUFORD, GA, May 15, 2008 - Joli Bebe Boutique, LLC, parent company of Joli Bebe Organic and Jolie Maman announced new ownership and business model to focus on customer service and brand growth.

Since inception in 2005, Joli Bebe Boutique has focused on developing a premier organic line of clothing for both baby and mom that is environmentally friendly and gives back to the planet. Growing the business through old fashion creativity and dedication, the original owners, focused on leaving a legacy while helping other moms and the planet. The company has succeeded in providing top quality organic clothing and has added organic stuffed toys and custom packing for the 2008 seasons.

Joli Bebe Boutique, in order to become a more customer centric business and lead the industry in innovative, functional designs the company has implemented a new business model and focus. Kristen Schwartz, founding partner, will continue to run the company and manage day to day operations. Joining Schwartz will be Sara Smith, a 16 year sales and marketing veteran with extensive experience in design and marketing with Fortune 100 companies will bring a fresh perspective to our company and add tremendous value and expertise. Additionally, Timothy Smith will also join the company as the sales and operations advisor. Mr. Smith, with over 20 years of sales management experience and currently the President of a leading firm will bring Joli Bebe Boutique, LLC a defined focus on operational excellence and customer centric selling.

"I have learned a lot about the importance of customer needs and input." Says Schwartz, this is one of the driving forces behind some of the business structure changes. Joli Bebe Boutique cares not only about our planet, but that we are providing a top quality product that our customers can't live without. So, starting immediately we will begin customer input sessions to help guide our design and marketing.

"With the addition of a seasoned marketing and business leader, Joli Bebe Boutique is positioned to exceed all sales representatives and customers expectations. I am excited about these changes to the business and look forward to a record breaking 2008." states Schwartz.

Joli Bebe Boutique, LLC apologizes for any inconvenience or delays this transition may have caused customers and associates, going forward we are confident we will exceed customer and associate expectations.

Headquartered in Maricopa AZ, with an additional office opening in Buford, Georgia, Joli Bebe Boutique, LLC including its brands Joli Bebe Organic, and Jolie Maman, includes organic clothing for mom and baby focusing on high quality yet affordable designs. 1% of all sales are donated annually by Joli Bebe Boutique to "1% for the Planet".

Joli Bebe Boutique, LLC and its Joli Bebe Organic brand of infant and toddler apparel is located in Phoenix, Arizona and Buford, Gerogia. Please contact us at [info@jolibebeboutique](mailto:info@jolibebeboutique).