

News Release

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OHbaby! Selects LaGarde StoreFront for New E-commerce Platform

(Austin, Texas) September 18, 2007 – OHbaby! announced today it has chosen LaGarde's flagship e-commerce solution, StoreFront, to provide the shopping cart feature for the company's newest online initiatives.

LaGarde StoreFront will integrate with OHBaby!'s existing Microsoft RMS point-of-sale system to enhance product management and systemize inventory. OHbaby!'s Web site will be live in time for the holiday shopping season and will be well-positioned to grow earnings with a greater selection of unique offerings, enhanced customer service and value-added services for its online customers.

OHbaby! will also deploy Adobe's Scene7 Dynamic Imaging, including zoom, swatching and alternative views, allowing shoppers to view product details of their exclusive and luxury lines. The project is new ground for all parties involved.

Patrick Beathard, co-owner of OHbaby! said, "We selected LaGarde StoreFront because of its ability to seamlessly combine Internet orders and customer information with OHbaby!'s current RMS database. We were equally compelled by StoreFront's customer-centric features, which will help us offer a rich online shopping experience."

LaGarde has helped tens of thousands of companies maximize their online stores. The software is CISP certified, provides financial management, inventory tracking, payment processing and marketing tools all in one solution.

"We're pleased OHbaby! selected StoreFront to streamline its inventory and sales process," said Joe Whelan, LaGarde CEO. "This move will help OHbaby! expand its share of the \$23 billion holiday e-commerce market."

About OHbaby!

OHbaby! is an Austin, Texas-based multi-channel retailer, specializing in women's and children's clothing, jewelry and home decor. OHbaby! is the only online retailer to offer the complete line of Barefoot Dreams products and other luxury designer lines. For more information, visit, www.ohbabyaustin.com or call 1-866-873-BABY (2229).

About LaGarde

Proud to team with clients in more than 25 industries and 70 countries, LaGarde is committed to making businesses stronger, more flexible and more profitable. LaGarde delivers the efficient, intuitive shopping experience consumers seek while upholding sound e-commerce strategies and operations for growing businesses of all types. For more information, visit www.lagarde.com.

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