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Lil' Bit Sporty Makes a Big Splash

Orlando, FL -- March 1, 2007. Sport-fishing enthusiasts will be proud to have their little anglers by their side as they wear the original designs of Lil' Bit Sporty. With the January launch of its fish-themed apparel line, Lil' Bit Sporty is ready to outfit little sportsters--from newborn to toddler--in a variety of T-shirts, tank tops, shorts, bibs, hats and totes featuring colorful images of mahi dolphin, sailfish, marlin, and the company's three-fish signature design.

Lil' Bit Sporty will be at the Florida Boat Show, held at the Orange County Convention Center March 1 through March 3; and at the Windermere Boat Show, April 14 and April 15 to showcase its unique line of infant and toddler clothing.

Lil' Bit Sporty is the brainchild of Windermere residents, Lora King and Janet Dennison. The two sisters stumbled upon the idea when Dennison was expecting her first child. "I was so excited about having the baby, I started shopping for baby clothes before my son was even born," says Dennison. Dennison's husband, an avid outdoorsman, was less than thrilled with the cutesy outfits she brought home. "I have always loved to paint and draw, so I decided to create my own designs." Naturally, Dennison, who enjoys sports fishing with her husband, chose a fish theme. "I was bedridden for a period of time during my pregnancy, so I would paint to keep from getting bored."

King, a savvy businesswoman, quickly recognized the quality and appeal of her sister's original designs.

"We spend a lot of time on our boats and visiting marinas when we are fishing," says King of her family's shared passion for water sports. "Janet and I both knew that there wasn't anything like this that was designed specifically for little children. "Everyone who has seen our products, love them. It appeals not only to the sport-fisherman because of the recognizable fish designs, but also to people who aren't in the sport because the images are so colorful and artistic."

For more information, visit www.lilbitsporty.com on the Web or call 1-888-853-2698.

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