

NEWS BULLETIN RE: CLAIRE'S STORES, INC.

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CLAIRE'S STORES, INC. CLOSURES ITS OFFER TO EXCHANGE ITS 9.25% SENIOR NOTES DUE 2015, 9.625%/10.375% SENIOR TOGGLE NOTES DUE 2015 AND 10.50% SENIOR SUBORDINATED NOTES DUE 2017

PEMBROKE PINES, FLORIDA, February 27, 2008 – Claire's Stores, Inc., a leading specialty retailer offering value-priced jewelry and accessories, today announced the successful closing of its offer to exchange any and all of its outstanding unregistered \$250,000,000 aggregate principal amount of 9.25% Senior Notes due 2015, \$350,000,000 aggregate principal amount of 9.625%/10.375% Senior Toggle Notes due 2015 and \$335,000,000 aggregate principal amount of 10.50% Senior Subordinated Notes due 2017 (collectively, the "Notes") for a like amount of 9.25% Senior Notes due 2015, 9.625%/10.375% Senior Toggle Notes due 2015 and 10.50% Senior Subordinated Notes due 2017 which have been registered with the Securities and Exchange Commission (the "SEC").

All of the Company's outstanding unregistered Notes have been exchanged.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

Company Overview

Claire's Stores, Inc. is a leading specialty retailer of value-priced jewelry and accessories for girls and young women through its two store concepts: Claire's and Icing. While the latter operates only in North America, Claire's operates internationally. As of February 2, 2008, Claire's Stores, Inc. operated 3,040 stores in the United States, Canada, Puerto Rico, the Virgin Islands, the United Kingdom, Ireland, France, Switzerland, Austria, Germany, Spain, Portugal, Belgium, and the Netherlands. Claire's Stores, Inc. operates through its subsidiary, Claire's Nippon, Co., Ltd., 198 stores in Japan as a 50:50 joint venture with AEON, Co., Ltd. The Company also franchises 166 stores in the Middle East, Turkey, Russia, Poland, and South Africa.

Additional Information:

Note: Other Claire's Stores, Inc. press releases, a corporate profile and the most recent Annual Report on Form 10-K and Form 10-Q Equivalent are available on Claire's business website at: <http://www.clairestores.com>.

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