

NEWS BULLETIN RE: **CLAIRE'S STORES, INC.**

3 S.W. 129th AVENUE, PEMBROKE PINES, FLORIDA 33027 (954) 433-3900

**CLAIRE'S STORES, INC. EXTENDS 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 25, 2008 – Claire's Stores, Inc., a leading specialty retailer offering value-priced jewelry and accessories, today announced that its offer to exchange up to \$250,000,000 aggregate principal amount of its 9.25% Senior Notes due 2015, \$350,000,000 aggregate principal amount of its 9.625%/10.375% Senior Toggle Notes due 2015 and \$335,000,000 aggregate principal amount of its 10.50% Senior Subordinated Notes due 2017 (collectively, the "Notes"), which have been registered with the United States Securities and Exchange Commission under the Securities Act of 1933 (the "Registration Statement") for all of its outstanding unregistered 9.25% Senior Notes due 2015, 9.625%/10.375% Senior Toggle Notes due 2015 and 10.50% Senior Subordinated Notes due 2017 has been extended to 5:00 p.m. New York City time, on February 26, 2008, unless further extended. Holders who have already tendered their notes for exchange do not have to re-tender their notes or take any other action as a result of the extension.

The exchange offer was originally scheduled to expire at 5:00 p.m. New York City time on February 22, 2008.

As of 5:00 p.m. New York City time Friday February 22, 2008, notes representing \$250,000,000 in the aggregate principal amount of the 9.25% Senior Notes due 2015, \$347,000,000 in the aggregate principal amount of the 9.625%/10.375% Senior Toggle Notes due 2015 and \$335,000,000 in the aggregate principal amount of the 10.50% Senior Subordinated Notes due 2017 had been validly tendered and not withdrawn. The exchange offer is being made for all outstanding notes and is not conditioned on any minimum principal amount of notes being tendered for exchange.

Except for the extension described above, all of the terms and conditions set forth in the Registration Statement with respect to the Notes remain unchanged. The Notes are substantially identical to the original notes, except that the Notes have been registered under the federal securities laws.

For more information, please contact the Exchange Agent, The Bank of New York, Corporate Trust Operations, Reorganization Unit, 101 Barclay Street, Floor 7 East, New York, NY 10286, Attention: David Mauer (telephone, 212-815-3687 or facsimile, 212-298-1915).

The exchange offer is being made only by means of a prospectus dated January 25, 2008, a copy of which may be obtained upon request by holders of the outstanding notes from the Exchange Agent.

An effective registration statement (including the prospectus) is on file with the Securities and Exchange Commission (the "SEC") and a copy of the Registration Statement (including the prospectus) is also available on the SEC's Web site, www.sec.gov.

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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