



## **Peekaboo Beans Inc. Increases Average Order Size by 25% With Launch of Undergarment Line**

**Vancouver, BC – March 20, 2018** - Peekaboo Beans Inc. (“**Peekaboo Beans**” or the “**Company**”) (TSXV: BEAN), is pleased to announce with the launch of a new children’s undergarment line in February 2018, the average order size has increased from \$113.00 (Feb 2017) to \$141.00 (Feb 2018), a 25% increase over last year’s spring catalogue release and significantly higher than direct sales industry averages of \$70.00.

Grab-and-Go product is positioned as a lower cost, add-on product offering, that stylists present to their customers to increase and diversify their purchases, while creating a lower price point for customers on a budget.

Traci Costa, President and CEO of Peekaboo Beans states, “This is very exciting evidence, that adding grab and go product lines can be a meaningful increased source of revenue for Peekaboo, without additional distribution or logistical costs. Grab and go offerings make it easier for our direct sale stylists to sell more product at each pop-up party, translating to more revenue growth for Peekaboo.”

The Company will continue to build on the many potential grab-and-go offerings that can be introduced into the existing apparel line to further increase revenue, increase margins and support the success of stylists businesses.

### **About Peekaboo Beans Inc.**

Peekaboo Beans is a Canadian public company with a majority female Board of Directors producing high-quality, ethically manufactured children’s apparel. Peekaboo Beans is sold exclusively through its direct-sales network of stylists or independent sales representatives. In line with its mission, Peekaboo Beans develops custom fabrics and designs its apparel to promote play in children’s lives. Through the direct-sales model, Peekaboo Beans trains women to be entrepreneurs, build a business and generate income on their own terms.

On behalf of the Board of Directors,  
**Peekaboo Beans Inc.**

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