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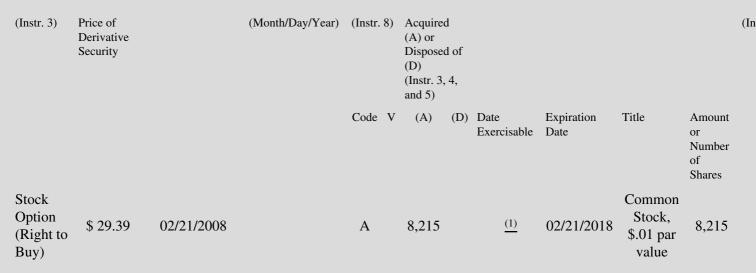
TWEEN BRANDS, INC.						
Form 4 February 25, 2008						
						PPROVAL
UNITED		RITIES AN ashington, l	ND EXCHANGE D.C. 20549	COMMISSION	NOMB Number:	3235-0287
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).					urs per	
(Print or Type Responses)						
1. Name and Address of Reporting Keane Michael		2. Issuer Name and Ticker or Trading Symbol TWEEN BRANDS, INC. [TWB]		5. Relationship of Reporting Person(s) to Issuer		
	•			(Check all applicable)		
(Month/I		Date of Earliest Transaction Ionth/Day/Year) 2/21/2008		Director 10% Owner X Officer (give title Other (specify below) below) SVP, Human Resources		
(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)		6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person		
NEW ALBANY, OH 43054					More than One R	
(City) (State)	(Zip) Ta	ble I - Non-De	erivative Securities A	cquired, Disposed o	of, or Beneficia	lly Owned
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	TransactionA Code I	(A) or	Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Reminder: Report on a separate line	e for each class of se	curities benefic	Persons who res	or indirectly. pond to the colle		SEC 1474

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exercisable and	7. Title and Amount of	8. I
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof Derivative	Expiration Date	Underlying Securities	Der
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	Sec

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Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
Keane Michael 8323 WALTON PARKWAY NEW ALBANY, OH 43054			SVP, Human Resources			
Signatures						
By: Robert J. Tannous, Attorney-in-Fact		02/25/2	2008			
<u>**</u> Signature of Reporting Person		Date	;			
Explanation of Responses:						

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Option vests 25% per year beginning on the first anniversary of the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.