

FOR IMMEDIATE RELEASE

CONTACT:

Cathy Groves
DRI DUCK Traders
913-234-6235
913-23406280 fax
cgroves@driducktraders.com
www.driducktraders.com

DRI DUCK AND REALTREE® TEAM UP TO DELIVER WORK WEAR THAT BLENDS IN AND STANDS OUT AT THE SAME TIME

Overland Park, Kansas, February 2007 – Through the recent acquisition of a Realtree® Camouflage License, DRI DUCK Traders is once again exploring new territory in the outdoor apparel market. This fall, the company is launching a new line of jackets and caps branded *DRI DUCK Outdoors*. The line will feature several highly recognizable Realtree patterns on some of DRI DUCK's best-selling products. "By combining the popularity of Realtree patterns with the versatility and comfort of our work wear, we can give hunters and outdoor enthusiasts the chance to add to their wardrobes with casual outdoor jackets and caps," says Scott Tubbs, DRI DUCK Vice President and General Manager.

The initial offering for Fall 2007 will include patterns Realtree® AP H®, Realtree Hardwoods HD®, Realtree Hardwoods Green HD® and Advantage Max-4 HD®. Customers can choose from several exclusive Wildlife Series caps featuring embroidered birds and animals as well as a range of jacket styles and weights. All of the garments are carefully constructed to deliver an uncompromising level of quality and detail synonymous with the DRI DUCK brand. In addition, many of the jackets feature the proprietary Boulder Cloth quarry wash finish that provides added durability without compromising comfort.

Through the Realtree licensing agreement, customers will now be able to enjoy the already worn-in feel of DRI DUCK cotton canvas jackets in their favorite camouflage patterns. What's more, the new line is designed to appeal to anyone who enjoys working and playing outdoors—including the growing and largely underserved female market. "We know 16% of hunters are women, yet very few companies are catering to the unique needs of this audience," says Cathy Groves, DRI DUCK VP of Marketing. "Our *DRI DUCK Outdoors* line includes several jackets designed specifically for women, so they no longer have to compromise fit to get the features and styles they want."

The partnership between Realtree and DRI DUCK presents a number of opportunities for both companies to branch out into new areas. Realtree Founder, Bill Jordan is excited about the chance to work with a company that shares his passion and attention to detail. "We are pleased to welcome DRI DUCK to the Realtree family," says Jordan. "They are innovators within the work wear market, and we're sure our mutual customers will be very happy with the new and different items that DRI DUCK is bringing to the hunting market."

As the hunting community expands and the popularity of camouflage patterns continues to gain widespread appeal, there's no hiding the fact that opportunities exist for those with the vision to see what's ahead. Together, DRI DUCK and Realtree are uniquely poised to deliver authentic, quality apparel that truly stands out—even at the art of blending in.

ABOUT DRI DUCK TRADERS – DRI DUCK Traders is an apparel company specializing in garments for the active worker and outdoor enthusiast. Their product line consists of a full range of jackets and headwear created with appearance and performance in mind. Their parent company, Design Resources, Inc., is a world-class product development company specializing in the design, sourcing and importing of quality apparel.

###