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**DRI DUCK TRADERS SPREADS ITS WINGS WITH NEW STATE-OF-THE-ART DISTRIBUTION CENTER**

*Overland Park, Kansas, June 2007* – DRI DUCK Traders, a company specializing in innovative work wear and outdoor apparel, is once again venturing into new territory—this time with the acquisition of a state-of-the-art Distribution Center. The newly renovated facility is located in the Kansas Commerce Center at 15618 W. 99<sup>th</sup> Street, Lenexa, Kansas 66219. Although fully operational since May 2007, the Center officially opened its doors to the community with a grand opening celebration on June 23, 2007.

In addition to providing much needed space for housing DRI DUCK's rapidly growing inventory, the expansion offers a number of advantages for both the company's customers and employees. The company will utilize the latest advancements in technology to streamline its operations and deliver top-notch customer service at every touch point. By running SAP Business One with Radio Beacon for its Warehouse Management System, DRI DUCK will have the capability to access inventory data in real-time. What's more, by using Embellished Activewear Standards Initiatives (EASI) as base guidelines to implement product barcoding they will be able to utilize the capabilities of their systems to the fullest extent.

The facility itself was designed to create a number of efficiencies, specifically related to the movement of inventory. Multiple doors allow for cross-docking to ease in the shipping and receiving of products. Also, an accumulating conveyor system aids in keeping shipments on track and ensuring the accuracy of their contents.

The Distribution Center also boasts a number of amenities, not typically found in a warehouse environment. Visitors and employees can take advantage of a full showroom as well as expanded office and meeting space. Better yet, they can even grab a bite to eat at the onsite café, the DRIBUCKS Bar & Grill.

This latest move for DRI DUCK is yet another step forward in the company's "Shades of Green" program, an initiative focused on ensuring an environmentally-conscious approach to business. The installation of skylights and electric equipment as well as the implementation of a full recycling program are just some of the ways the company plans to continue to have a positive impact on a local and global scale.

DRI DUCK's new Distribution Center has a full customer care staff onsite and is open for business from 8:00 am to 5:00 pm CST, Monday through Friday. In Fall of 2007, the company will launch it's newly designed E Commerce site, making a wide range of DRI DUCK jackets and headwear available to its customers online.

*ABOUT DRI DUCK TRADERS – DRI DUCK Traders is an apparel company specializing in clothing 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.*

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