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DRI DUCK Traders PARTNERS WITH REALTREE TO GAIN MOMENTUM AT THE NATIONWIDE SERIES KICKOFF IN DAYTONA, FEBRUARY 16, 2008

Overland Park, Kansas, February 13, 2008- DRI DUCK Traders announced today that they have formed a partnership with Realtree and Richard Childress Racing (RCR). The DRI DUCK Brand will appear in three locations on Car #21 driven by Bobby Labonte in this weekend's **Nationwide Series Race, Camping World 300 presented by Chevrolet** race in Daytona Beach, Florida.



The Camping World 300 presented by Chevrolet is the first of the Nationwide Series (formerly Busch Series) races of the 2008 NASCAR

season. It is said to be the most prestigious event on the Nationwide Series calendar. "We are so pleased to be part of Realtree's family and have the opportunity to display the DRI DUCK Brand along side other very recognized names in NASCAR racing," stated Dave Reid, President of DRI DUCK Traders. "This is our first reach into the NASCAR community and we are excited to have a presence with this fan base," added Scott Tubbs, General Manager of DRI DUCK.

The excitement is building for this weekend, the 50th running of the Daytona 500. ESPN2 will have flag-to-flag coverage of the race from the Daytona International Speedway on Saturday February 16, starting at noon ET. As well, ESPN2 will cover the final practice on Thursday February 14 at 9:30am and the qualifying on Friday February 15 at 3pm. "The ESPN2 television coverage and race day exposure is huge for DRI DUCK. We feel that the passion for hunting and the outdoors from Realtree's founder Bill Jordan and from Richard Childress is a real connection for DRI DUCK," says Cathy Groves, VP Marketing for DRI DUCK.

ABOUT DRI DUCK Traders- DRI DUCK Traders is an apparel company specializing in garments for the active worker, outdoor enthusiast and weekend hunter. Their product line consists of a full range of jackets and headwear, both solid colors and Realtree camouflage, with appearance and performance in mind.

ABOUT Realtree-Realtree is the world's largest branded camouflage company, with more than 2,000 licensees worldwide. Serving two markets, effectiveness and lifestyle, Realtree is a household name amongst serious hunters and outdoorsmen.

ABOUT Richard Childress Racing-Richard Childress Racing has earned nearly 180 victories and 11 NASCAR championships, including the 2007 NASCAR Nationwide Series owners' point title and six in the Cup Series with the legendary Dale Earnhart. It is the first organization to win championships in the Cup Series, Nationwide Series and Truck Series.