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**DRI DUCK Dives into Online Retail with Performance Goods for Work and Life**

*Overland Park, Kansas, September 2008*-The innovative work wear and active apparel company recently expanded their distribution channel by entering the online retail space with a new website and online store. DRI DUCK, five years young, is combining fabric and technology for performance apparel designed for a younger, fresher audience.

DRI DUCK, closing in on its fifth year, has officially come of age, now spreading those wings and taking a keen interest in socializing their brand by targeting a younger audience. When it comes to work wear, DRI DUCK vice president, Scott Tubbs says "We are the innovators in this category from styling to quality for the next generation of work wear. Our products deliver a fresh version of the original work jacket."

DRI DUCK hammers technical craftsmanship into each garment, giving work wear the extra ruggedness and durability that tough jobs demand. So, for all those guys whose life reads like an episode of Deadliest Catch or Tougher in Alaska, take a walk through the virtual aisles at DRI DUCK's new online store to get a fresh perspective on what work wear looks like today, because this is not your dad's work shirt. And then there's the Lifewear for the hiker, outdoors type of active guy. DRI DUCK's product innovation adds a lifestyle edge to their performance integrity and quality, knowing that a working person's dollar needs to stretch from work to play, and beyond.

Even DRI DUCK's signature product, the Cheyenne jacket – which conjures up images of Wyoming – has the fundamental, rugged essentials that living and working in the great outdoors demands. From hunting and camping to fishing and hiking, the avid outdoorsman with a day job will find all the essentials, including an affinity line of REALTREE® camouflage gear in a full range of camouflage patterns.

DRI DUCK gives us the next generation of work wear so we can work hard and live life. It touts worn-in comfort for all its quality lines, including: DDX performance apparel, Sawtooth work shirts, Nano-fleece, waterproof jackets, organic apparel and Authentic Wildlife Series™ headwear.

*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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