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DRI DUCK TRADERS LAUNCHES NEW INITIATIVE AIMED AT MAKING THE OUTDOOR WORLD EVEN GREENER

Overland Park, Kansas, September 2007 – For DRI DUCK Traders, green is more than just another color option in their growing line of outdoor apparel and work wear. In fact, with the launch of their new *Shades of Green* environmental initiative, green will soon become a way of life for the company, its employees, and its customers.

The *Shades of Green* program is a commitment to promoting a socially responsible environment for today as well as future generations. Its goals include preserving wildlife and forests, forming healthy communities, conserving energy and participating in waste and carbon reduction. While this may seem ambitious, the company is realistic about the fact that these achievements cannot occur overnight. "The program is called *Shades of Green* because it will be implemented in phases or "shades", starting with the small things first and moving toward the end goal of sustainability," says Cathy Groves, VP of Marketing.

On October 5, 2007, the company will officially kick off the *Shades of Green* program with company-wide meetings to explain its purpose and encourage volunteer participation. Employees will have the opportunity to join various "green teams," each aimed at taking action in a different area of the company (i.e. office, marketing, manufacturing). What's more, volunteer time will be awarded on a yearly basis, giving employees added incentive to volunteer in the community without using their own personal or vacation days.

Initially, the *Shades of Green* program will be aimed at the office environment, focusing on waste management and recycling as well as educating employees on small ways they can work toward making a big impact on the environment. Moving forward, future phases will encompass the manufacturing, transportation and warehousing aspects of DRI DUCK's business. "We are examining everything from the fabrics we use in our products to the efficiency of our transportation methods to the waste management practices within our manufacturing facilities," states Sharon Li, VP of Merchandising.

DRI DUCK is already taking steps toward making their apparel more environmentally friendly. The company has joined the Organic Exchange, a non-profit organization committed to expanding organic agriculture. In Spring 2008, DRI DUCK will expand on their best-selling Wildlife Series caps by adding a range of organic caps featuring embroidery of endangered species. Also in Spring 2008 and Fall 2008, they will add organic cotton jackets to their product line.

By end of year 2007, the Steering Committee for DRI DUCK's *Shades of Green* program will release its first Sustainability Update Report to share its progress and provide a foundation for future efforts. "As a company dedicated to improving the outdoor experience, we want to make sure we are doing everything possible to preserve it," says Dave Reid, President. "*Shades of Green* is our ongoing commitment to making that happen, both in our personal and professional lives."

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.

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