



## News Release

Contact: Denise Hurst  
Diamond Cut® Jeans  
901 E Hwy 82  
Nocona, TX 76255  
Phone 940 825 4128  
Fax 940 825 4075

### **Diamond Cut® Jeans partners with Jim Solomon's "The Poacher Chronicles" on behalf of Wildlife Enthusiasts and Conservationists to End Illegal Poaching**

**For Immediate Release (Nocona, TX, February 14, 2008):** Diamond Cut® Jeans announced today partnership with Jim Solomon and "The Poacher Chronicles" to take a stand against the illegal taking of wildlife.

Lynne McGrew, owner of Diamond Cut® Jeans, says: "We believe in the protection of habitat and wildlife conservation. We see sponsorship of Jim Solomon's "The Poacher Chronicles" as a way of supporting the causes we believe in. This relationship furthers our commitment to the causes we share with our customers – everyone who loves the great outdoors and the active outdoor lifestyle in all its forms."

Jim Solomon's "The Poacher Chronicles" seeks to expose and end illegal and destructive activity by encouraging citizens to report violators and states to pass more aggressive legislation. Wildlife agencies across the United States work diligently to maintain sustainable populations of wildlife through proper game management techniques, allowing the legal harvesting of wildlife through hunting. Poachers take game out of season or take more than the allowable bag limit, for purposes of ego and/or monetary gain, and often cause the decline of a species."

**About Diamond Cut Jeans:** Active men and women who demand comfort, toughness, and value choose Diamond Cut® Jeans – they look, feel, and wear great! Diamond Cut® Jeans are the preferred choice of active outdoor enthusiasts. Made of the highest quality denim and providing an exceptional fit and comfort through a gusset design unavailable in average jeans, Diamond Cut® Jeans are available at select retailers nationwide and can also be purchased at [www.diamondcutjeans.com](http://www.diamondcutjeans.com) or by calling 877-33-JEANS.

**About Jim Solomon's "The Poacher Chronicles:"** The Poacher Chronicles is an in-depth monthly report about the serious (and occasionally humorous) illegal taking of wildlife. This report lasts one- hour and broadcasts around the globe exclusively on Xplor the Outdoors radio show. The show itself, which airs Sunday mornings, 7-9 PST, is hosted by Jim Solomon on [www.xplortheworld.com](http://www.xplortheworld.com)