



News Release

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Diamond Cut® Jeans and REALTREE® AP HD® to Provide High-Quality, Great Comfort, and True Advantage to the Serious Hunter

For Immediate Release (Fort Worth, TX, February 16, 2008): At the Nation's Best Sports Show today, **Diamond Cut® Jeans** announced they will manufacture and market **Diamond Cut® Jeans** featuring **REALTREE® AP HD®**.

Lynne McGrew, President of Diamond Cut Jeans said: "We are excited about the opportunity to provide customers with the high quality and comfort they expect from Diamond Cut Jeans now in REALTREE® AP HD®."

Jeff Vinson, Director of Sales and Sales Operations for RealTree, commented: "We're happy to announce this partnership and the opportunity for both companies. Diamond Cut Jeans is a brand with the reputation of providing the quality and durability sporting enthusiasts want in a product and our REALTREE® AP HD® provides the technical and real advantage serious hunters want and need."

About Diamond Cut Jeans: Diamond Cut® Jeans offers an unparalleled experience in jeans comfort now combined with the unique advantages provided by REALTREE® AP HD®. The Diamond Cut refers to a diamond shaped piece of fabric (The Gusset) sewn in to the seat or stride of the jean to offer unmatched comfort. This design eliminates the uncomfortable knot in the crotch of traditional jeans where four seams come together. 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, Diamond Cut Jeans are available at select retailers nationwide. For more information, contact Lynne McGrew at 877-33JEANS.