



News Release

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Diamond Cut® Jeans Sponsors “Got 2 Love It” Bass Tournaments

For Immediate Release (Fort Worth, TX, March 11, 2008): Diamond Cut® Jeans is partnering again this year with GOT 2 LOVE IT BASS TOURNAMENTS, Inc., one of the Largest Bass Tournament organizations in the state of Indiana.

Lynne McGrew, President of Diamond Cut® Jeans, notes: “The family oriented nature of these tournaments and the sport of bass fishing builds both the tradition and the community. Our sponsorship furthers our commitment to those who fish and love the great outdoors, just as we do along with thousands of other Diamond Cut Jeans customers.”

In 2003, Bill Embry, President, founded GOT 2 LOVE IT BASS TOURNAMENTS. The organization focuses on getting families and kids involved as well as running top-notch bass fishing events. This year, a Team Schedule and a Senior Schedule as well as three fundraising tournaments are slated. The fundraisers will all be held at Pakota and include: the 18th Annual Indiana Children’s Wish Tournament, May 3rd; the 1st Annual Fallen Soldiers Benefit Bass Tournament, in the memory of a fallen US soldier who died this past year in Iraq, on June 14; and the 10th Annual Northern Skeeters Owners Tournament, on October 12th. For more details and for a complete schedule of all team tournaments as well as the fundraisers, visit their website at: www.got2loveit.com.

About Diamond Cut Jeans: Diamond Cut® Jeans are made from the highest quality denim and provide exceptional fit, comfort, and value! The Diamond Cut refers to a diamond shaped piece of fabric (The Gusset) sewn into 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! The jeans are soft and comfortable from day one and tough to wear out! Diamond Cut® Jeans are the preferred choice of active outdoor enthusiasts. Diamond Cut® Jeans are available at select retailers nationwide or can be ordered directly from Diamond Cut® Jeans by calling 877-33JEANS or online at the website: www.diamondcutjeans.com.