

## **FOR IMMEDIATE RELEASE**

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## **DRI DUCK ADDS ORIGINAL TEES AND NEW CAP DESIGNS TO BEST-SELLING AUTHENTIC WILDLIFE SERIES**

OVERLAND PARK, Kansas, May 2010 – – DRI DUCK is once again expanding on its authentic Wildlife Series™ apparel—this time with the addition of a new T-shirt line and six new cap designs available this spring. The Wildlife Series has grown from four original hats to over 50, each featuring copyrighted artwork depicting everything from popular game to fish, bears, horses and more. Now, with eight unique T-shirt designs inspired by its best-selling headwear line, the collection promises to generate even more excitement among hunters, fisherman, and outdoor enthusiasts.

Fans of the original Wildlife caps will be pleased to find all their favorite designs in the Spring Collection, alongside a full range of new designs including: Bison, Pronghorn, Bass, Catfish, Blaze Buck, and Bronc Rider. In addition, customers can choose from several distinct styles featuring authentic Realtree® camouflage, including the new, ladies' Pink Camo Buck option that combines an eye-catching pink cap with the Realtree® AP pattern.

When it comes to the eye-catching artwork of the Wildlife tees, customers can choose from eight highly detailed, oversized screen-printed scenes including: Buck, Labrador, Bass, Mallard, Eagle, Elk, Walleye, and Mustangs. Each T-shirt is pigment-dyed for a worn-in appearance and made of 100% cotton with a generous fit and stamped neck label for added comfort. What's more, the line was specifically created to allow adequate space for corporate clients looking for logo placement or specialty customization.

"The new Wildlife T-shirts give us the opportunity to reach out to even more people who share our appreciation for the beauty and awe of the natural world," says Scott Tubbs, General Manager. "And, the best part is, we were able to capture the same level of quality and hand-drawn detail that has made our caps such an overwhelming success."

### *About DRI DUCK*

*DRI DUCK is an apparel company specializing in clothing for the active worker and outdoor enthusiast. Its product line consists of a full range of jackets, shirts and headwear created with appearance and performance in mind. Its parent company, Design Resources, Inc., is a world-class product development company specializing in the design, sourcing and importing of quality apparel.*