

FOR IMMEDIATE RELEASE

CONTACT:

Cathy Groves
VP, Marketing
DRI DUCK
(913) 234-6235
cgroves@driduck.com
www.driduck.com

WILDLIFE TEES AND PERFORMANCE SHIRTS AMONG NEW DESIGNS AND STYLES IN DRI DUCK'S SPRING COLLECTION

OVERLAND PARK, Kansas, May 2010 – – With the introduction of DRI DUCK's 2010 Spring apparel lineup comes exciting new additions to two of the company's most popular collections. Its best-selling Wildlife Series™ has expanded to include T-shirts featuring original Wildlife designs. In addition, a fisherman's style shirt, aptly named the *Angler*, joins DRI DUCK's Sawtooth™ collection of durable work and performance shirts.

"Our spring collection offers something for everyone from active workers to sportsmen to nature lovers," says Roger Carroll, Vice President of Sales. "It's packed with performance features and one-of-a-kind styles at prices that our customers can really appreciate."

The company is already experiencing high-demand for the short-sleeved *Angler*, which is no surprise given the popularity of the *Outfitter*, its long-sleeved companion. The *Angler* is an authentic fisherman's shirt with mesh belled front utility pockets and vented back with Velcro tab closure. Available in four color choices, The *Angler* features Teflon coating and UPF 30+ sun protection. "One of the best things about the *Angler* is its broad market appeal. Outdoor workers love it for its worn-in comfort and performance aspects, while the corporate world finds it a welcome alternative to the typical business casual attire," says Scott Tubbs, General Manager.

Also part of the Sawtooth collection is another performance-packed option ideal for work or play. The *Apex* polo-style shirt features the revolutionary 3XDRY® technology from Schoeller® Technologies. 3XDRY® brings together a water-repellant treatment on the outside with unique perspiration absorption qualities on the inside. The end result is a feature-rich fabric that repels water, dirt and stains while drying 6-8 times faster than typical fabrics.

Fans of the Wildlife Series caps will be excited to discover many of its signature hand-drawn wildlife illustrations interpreted on a new line of T-shirts. The collection includes 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. In addition, all of the designs allow adequate space for corporate clients looking for logo placement or specialty customization.

DRI DUCK's complete spring offering is available now as part of its 2010 Product Catalog. The items described above can be found on the following pages: *Angler*

(p.30), *Outfitter* (p.31), *Apex* (p.33), *Wildlife T-shirt Collection* (p.28, 29), *Wildlife Headwear* (p.40-46).

To view DRI DUCK's eCatalog now, visit:

<http://catalog.proemags.com/publication/5700812d - /5700812d/1>

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.