

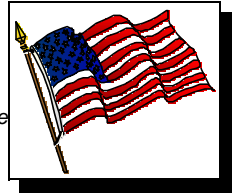
Cal Cru News Release

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FOR MORE INFORMATION, CONTACT:

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*The Only Thing
Necessary for the
Triumph of Evil Is For
Good Men To Do
Nothing- Edmund Burke*



All USA Made- Since 1968

Coolmax line expands

Granite Quarry, NC, October 7, 2006—

Two new colors, Sand and Olive Drab have been added to Cal Cru's extensive line of 100% polyester Extreme Coolmax knit top products. They are available in short sleeve t-shirts from Adult size small to 3XL. Unlike generic polyester which use standard round fibers, Coolmax is especially designed to move moisture away from the body and enhance the wearer's comfort. It is also a perfect substrate for using sublimation ink processes.

The company is also adding the colors cool blue and cool pink to its short sleeve T-shirt and men's and ladies tank top styles.

For more information on this or any of our other products, please contact the company at 800-476-9944, by fax at 704-279-8205 or by e-mail at info@calcru.com. Also, our 4 pg catalog can be downloaded on line at www.calcru.com

Thank you!

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