

For Immediate Release

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Earth Friendly Apparel Company merges with LifeWork

Official launch of signature Thinkwear® brand expected in first quarter of 2011

San Marcos, CA – January 3, 2011 – Earth Friendly Apparel Company begins operations as part of LifeWork, effective immediately, after an agreement was approved to merge into one cohesive operation. Both companies will continue to serve existing customers but will now offer an even wider variety of garment printing and decorated apparel services.

“We have worked closely with LifeWork for the past few years and are very excited about officially combining our efforts under one roof,” said Bob Lundblad, President of Earth Friendly Apparel Company. “The dedication and energy we have between both companies, as well as the synergies that are created by working together, will certainly provide a broader range of options and services that we will be able to offer to our customers.”

“Our mission is to provide *INSPIRED* apparel and earth-friendly garment printing services,” explained Allan Chua, Managing Partner of LifeWork. “Earth Friendly Apparel Company has been a respected customer and partner of ours since 2007. We definitely add to our in-house expertise with the merger and we look forward to serving an even larger market by combining our efforts.”

In addition to the two companies merging into one operation, they will also be launching a signature brand, Thinkwear®, in the first quarter of 2011. Stay tuned to www.lifeworkusa.com and www.thinkwear.com for more information.

About Earth Friendly Apparel Company

Earth Friendly Apparel Company produces promotional apparel that is manufactured and distributed with the least possible impact to people and our planet. Our focus is working with companies and organizations that are looking for the most eco-friendly way to produce logowear or other custom decorated apparel. Our mission is to design, decorate and distribute apparel products that are sustainably manufactured in conjunction with suppliers whose factories abide by international fair labor principals and organic processing standards; running our entire business as eco-friendly as possible – from the way the products are made, what they are made with, and the way everything is handled and delivered to our customers.

About LifeWork

LifeWork is a sustainable company focused on people, planet, and performance. We provide wholesale printable apparel blanks, advocating brands that share the commitment to lowering environmental impact and supporting fair labor, and offer overseas sourcing consultation services. We also provide Earth-friendly garment printing and decoration services, including screen printing, direct to garment printing, and embroidery. Our goal is to deliver the highest level of quality and service we can achieve to effectively meet the needs of our clients. We work to maximize the performance of our business to better support yours. Please visit us online at www.lifeworkusa.com.