



Tuesday, January 24, 2006

Contact:

Missy Garza
Marketing Coordinator
2525 Spenwick Drive
Houston, Texas 77055
(713) 688-4455 ext.3366
E-mail: missy@sierrapacificapparel.com
www.sierrapacificapparel.com
ASI# 53907
PPAI# 184396

**FeatherLite™ by Sierra Pacific Gives Away
Computer Laptop At Long Beach ISS Show**

To promote the FeatherLite™ Twill, a full-front button-down shirt that is stain resistant, soil release, and liquid repellent as well as cool, comfortable, and lightweight, FeatherLite™ by Sierra Pacific gave away 190 dozen men's and women's brilliant green FeatherLite™ shirts during the Long Beach Imprinted Sportswear Show. In addition to a free shirt sample, attendees each received a ticket for a drawing to win the grand prize, a Dell laptop computer.

The winner was announced in The Sierra Pacific Group's new 20 x 30 foot island booth, which combines the company's three labels—Sierra Pacific, Blake & Hollister, and FeatherLite™—all under one roof.

The winner at the ISS Long Beach show was Barbara and Michael Carlisle, owners, Barb's Embroidery & Quilts, Kalkaska, Mich. The home-based business offers custom embroidery and quilting supplies and classes. The Carlisle's have been in business for eight years and own a singlehead embroidery machine.

For your chance at a laptop notebook computer, visit Sierra Pacific at ISS Atlantic City in March.

For more information or a copy of the latest catalog, contact FeatherLite™ by Sierra Pacific at (713) 688-4455; fax 713-688-7191; e-mail askus@sierrapacificapparel.com or visit the Web site at www.sierrapacificapparel.com