

TEHAMA IZOD G

FOR IMMEDIATE RELEASE:

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ERIC LINDSEY JOINS TEHAMA & IZOD G AS CREATIVE/MARKETING DIRECTOR

Denver, Colorado (August 16, 2007) Tehama, Inc. & IZOD G, the premier sportswear and luxury lifestyle brands in men's and women's fashion, announce the hiring of Eric Lindsey as Creative/Marketing Director. He will be responsible for the management and implementation for all creative direction and marketing for Tehama & IZOD G. Lindsey will work directly with Nancy Haley, CEO of Tehama, to develop and direct the company's marketing goals and initiatives to reflect each brand's place as a leader in sportswear fashion.

Lindsey commented "I am extremely excited to join this team of highly motivated professionals. It's an exciting time at Tehama & IZOD G and I am thrilled to be a part of this exceptional company."

Nancy Haley, CEO of Tehama & IZOD G, commented "We are so fortunate to have someone with Eric's talent and experience to take our brands to the next level. With his help, the industry is going to see an exciting new Tehama in its 10th year anniversary."

Lindsey comes to Tehama with over 18 years of advertising, design and marketing experience. Most recently he held the title of Creative Director for Stephen Gould Corp., (Dallas) where he worked on many key accounts that include PepsiCo/Frito Lay, CompUSA, Samsung, Verizon and Mary Kay. Prior to working for Stephen Gould, he was Partner and Creative Director for Lindsey Design Group, and VP of Marketing for Exhibit Creators, both Dallas based companies that served a wide array of clients including: The Walt Disney Company, Price Waterhouse Coopers, TXU, ARCO Oil, and Continental Batteries. In addition, as Senior Art Director for Fossil, Inc. he was instrumental with the introduction of the Fossil brand to the retail marketplace.

About Tehama & IZOD G

TEHAMA, a Native American word that means "abundance of nature," is a line of high-end, contemporary men's and women's sportswear. Founded in 1997 by Hollywood legend Clint Eastwood and fashion industry veteran Nancy Haley, TEHAMA has become one of the fastest growing luxury lifestyle brands in the country. The line was named to The Robb Report's "Best of the Best Apparel Brands" top five list, three years in a row. It is currently sold in high end pro shops and resorts, as well as department stores such as Nordstrom.

For over 60 years IZOD has been synonymous with high quality casual fashion. IZOD invented the golf shirt and now it has been reinvented by IZOD G with slimmer cuts, incredible colors and enhanced technical fabrics. IZOD G, an exciting new line of golf and resort apparel that goes way beyond the greens.

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