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**Sierra Pacific Customers Win Big
In Go For The Gold Show Promotion**

Attendees of the Long Beach and Tampa Imprinted Sportswear Shows had an opportunity to receive a free sample of Sierra Pacific's new FeatherLite Twill shirt and win a Dell notebook or \$100 cash.

In the company's Go For The Gold promotion, interested visitors to Sierra Pacific's booth received a sample shirt and a numbered raffle ticket, which made them eligible for the grand-prize drawing of a Dell notebook or 10 individual prizes of \$100 cash. During each hour of the show, a Sierra Pacific staffer would walk the aisles and select a lucky winner who was wearing a gold Sierra Pacific shirt.

While they waited to hear who won the grand prize, entrants were gathered to watch a special demonstration where liquid was deliberately poured down the front of a SierraGuard shirt. Because the cotton-rich fabric is Teflon coated making it stain and water resistant, the liquid beaded off leaving the shirt unmarked. After the demo, the grand-prize winner was randomly selected.

In Long Beach, so many people had gathered that the fire marshal requested that the presentation be cut short because of safety concerns. President Grant Goldin joked,

“We should have won the biggest crowd in a booth award.” In Tampa, the company was presented with a plaque for the Best Product Display by the Imprinted Sportswear Shows.

At Long Beach, Jan Holden won a grand prize, a Dell® notebook computer. Jan and her husband own Kept In Stitches in Lomita, Calif. In Tampa, the lucky grand-prize winner was Itzel Delgado from Bundle of Fun in Miami. For more information, contact Sierra Pacific at (713) 683-7289; fax (713) 688-7191; e-mail askus@e-sierrapacific.com or visit the Web site at www.e-sierrapacific.com