



**Contact:**

Jenny Quattlebaum  
Marketing Manager  
2525 Spenwick Drive  
Houston, Texas 77055  
(713) 683-7289  
E-mail: [jenny@e-sierrapacific.com](mailto:jenny@e-sierrapacific.com)  
[www.e-sierrapacific.com](http://www.e-sierrapacific.com)

**Wednesday, December 1, 2004**

**Sierra Pacific Buys  
Blake & Hollister**

Sierra Pacific has purchased Blake & Hollister, a Concord, N.C. manufacturer of upscale placket shirts for men and women.

Ronnie Alschuler, one of the former owners of the 12-year-old company, has been named National Sales Manager, and will be responsible for merchandising, marketing, and sales of the Blake and Hollister brand.

According to Grant Goldin, president, Sierra Pacific Apparel, he sees the great products, reputation, and history of Blake and Hollister as a perfect match with Sierra Pacific's four main principles: reliability, consistency, availability, and integrity.

"With the addition of the Blake & Hollister brand, Sierra Pacific will be complementing its mid-level brand with the great reputation of an 'upstairs' brand and be able to offer a wider range of choices from a company that stands behind its products and its distributors," says Goldin.

Distributors for Blake and Hollister's 2005 line will remain unchanged. They include Heritage Sportswear, S&S Sportswear, Virginia T's, US Apparel, and Sigma Sportswear.

For more information, contact Sierra Pacific at (713) 683-7289; fax 713-688-7191; e-mail [askus@e-sierrapacific.com](mailto:askus@e-sierrapacific.com), or visit the website at [www.e-sierrapacific.com](http://www.e-sierrapacific.com).