



Contact:

Jenny Quattlebaum
Marketing Manager
(713) 683-7289
E-mail: jenny@sierrapacificapparel.com
www.sierrapacificapparel.com

Tuesday, February 2, 2005

**Sierra Pacific Launches Purple Prize Patrol
At Long Beach Imprinted Sportswear Show**

In celebration of the addition of Majestic Purple to Sierra Pacific's SierraGuard FeatherLite Twill line, the company created The Purple Prize Patrol, which will be present during all six Imprinted Sportswear Shows in 2005 giving away \$100 cash once a hour during the show to selected attendees who are wearing a purple FeatherLite Twill shirt. On the second afternoon of each show, the company is hosting a grand-prize drawing for a computer notebook laptop.

At the Long Beach ISS in January, the lucky grand-prize winner was Beverly and Mark Hepokoski, Kenmark Screen Printing in Menahga, Minn. This home-based business has been in operation for 23 years and is operated out of the couple's 1,600-square-foot basement. Their main markets include schools, local businesses, and Bible camps.

Attendees who visited the Sierra Pacific booth in Long Beach received a free sample of the new Majestic Purple FeatherLite Twill shirt and an entry into the grand-prize drawing. Shirts were given away on a first-come, first-serve basis and 180-dozen shirts in 16 sizes were distributed during the show. The FeatherLite Twill has enjoyed

immense popularity for its stain-, soil-, and water-resistant properties and its cool, comfortable, lightweight feel.

For your chance at \$100 or a laptop notebook computer, visit Sierra Pacific at any ISS show including Indianapolis (August), and Dallas (September) or Atlanta (October), or come by the booth at the ASI Chicago in August.

For more information or a copy of the latest catalog, contact Sierra Pacific at (713) 683-7289; fax 713-688-7191; e-mail askus@sierrapacificapparel.com or visit the Web site at www.sierrapacificapparel.com