

## FOR IMMEDIATE RELEASE

### **Western Industry Leaders Congratulate George Strait on Latest Triumph**

*Justin Boots<sup>®</sup>, Wrangler<sup>®</sup> Jeans and Resistol<sup>®</sup> Hats Bestow One-of-a-Kind Gift to Artist of the Decade*

**NASHVILLE, TENN. (April 23, 2009)** – Together with the Academy of Country Music<sup>®</sup>, *Justin Boot Company<sup>®</sup>*, *Wrangler<sup>®</sup>* Jeans and *Resistol<sup>®</sup>* Hats recently joined forces to present George Strait with a congratulatory nod to celebrate his accomplishment as the ACM Artist of the Decade. The Academy recently honored Strait at the taping of the “George Strait: ACM Artist of the Decade All Star Concert” which will air Wednesday, May 27 at 8 p.m. EST/PST on CBS.

To commemorate the occasion, the three western leaders gave the man they’ve been in partnership with for decades in their own right – each company produces signature product lines designed by the star – something the roping hobbyist could literally saddle up with. At a special reception following the ACM Artist of the Decade taping, Justin, Wrangler and Resistol presented the legendary King of Country Music a custom-made, full-tooled saddle with a black caiman seat. The saddle is made by Cactus Saddlery.

“The Artist of the Decade award clearly couldn’t go to a more deserving artist than George Strait,” said Lisa Lankes, director of corporate communications and licensing, Justin Brands, Inc. “He is a true champion, a valued extension of the Justin name and we are privileged to help him celebrate this momentous occasion.”

In addition to the saddle, George Strait also received a pair of custom-made Chocolate Elephant Ropers from Justin Boots with “Artist of the Decade” embroidered on the upper. Resistol also gave Strait a one-of-a-kind pure beaver hat with self band and a small buckle with the famous “GS” golden symbol on the interior.

“It’s such an honor for us to present this token of our appreciation,” said Stan Redding, vice president of sales and marketing for Resistol. “George Strait is truly an American icon, a living legend, and a Texas original.”

“George Strait has been a part of the Wrangler family for a long time and he is such an important part of our brand,” said Edyie Brooks-Bryant, senior manager, special events marketing, Wrangler Specialty Apparel. “We are thrilled the Academy of Country Music is recognizing him in this way and are honored to be part of this celebration.”

George Strait has earned a record 57 #1 hits across all music charts and has sold more than 67 million records and counting. Strait has 32 platinum albums – 13 of which are multi-platinum – has received 20 ACM awards, and was elected into the Country Music Hall of Fame, one of the few artists to receive such a distinction while still actively recording and producing music.

#### **About Justin Boot Company**

Justin Brands, Inc., a recognized leader in western footwear, is a Berkshire-Hathaway corporation (NYSE: BRKa) and its divisions include Justin Boot Company, Tony Lama Company, Nocona Boot Company, Chippewa Shoe Company, and Justin Original Workboots.

#### **About Wrangler**

*Wrangler<sup>®</sup>* Western Wear is available at over 2,500 western specialty, mid-tier and workwear stores nationwide that provide quality men’s and women’s apparel and accessories. For more information regarding the *Wrangler<sup>®</sup>* family of products or to locate the *Wrangler<sup>®</sup>* retailer nearest you, visit [www.wrangler.com](http://www.wrangler.com) or call 1.888.784.8571.

**About Resistol Hats**

Resistol Hats are quintessential cowboy gear known for their rugged quality, and for decades they've topped the brows of rodeo stars, notable politicians, Hollywood actors, and of course, the greatest country musicians of any decade.

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