



FOR IMMEDIATE RELEASE

Wrangler® Western Wear Launches All-Around Baby™ Collection

Iconic Denim Brand Teams with Wife of All-Around World Champion Cowboy to Design New Line

GREENSBORO, N.C. (April 16, 2009) – *Wrangler®*, the iconic American denim brand, western wear leader and “official jean” of the Professional Rodeo Cowboys Association (PRCA), has partnered with Shada Brazile – wife of nine-time PRCA World Champion Cowboy Trevor Brazile – to develop the *All-Around Baby™ Collection* by *Wrangler®*. Debuting this fall, the new clothing line from Wrangler offers a variety of western-inspired designs and styles for newborns, infants and toddlers.

Shada Brazile – longtime model and friend of the Wrangler brand – approached the western apparel brand with the idea of a new clothing line for babies and children after she and husband Trevor Brazile had their son in December 2007. After immediately conducting focus groups at rodeos across the country, Shada and Kelly Warren – merchandise manager for Wrangler – uncovered an opportunity: women are not satisfied with baby clothing options currently on the shelves of their western retailers. After speaking with women all unable to find suitable western attire for their little ones when shopping, Kelly and Shada knew they were onto something.

“At Wrangler we receive so many touching family stories – and pictures – from consumers of all ages living, working and playing in our apparel products,” said Robin Rich, senior marketing manager, Wrangler Specialty Apparel. “Wrangler is a family brand and the All-Around Baby Collection allows us to be part of the lives of every member of the family literally from day one.”

The All-Around Baby Collection by Wrangler dresses the children’s clothing market with authentic, fashionable trends for any western-minded mom outfitting her child – from the ranches of rural America to the streets of downtown Dallas. Wrangler families can now have the trend-right styles for baby from a brand they value and trust.

“The Wrangler brand has been a part of my family for a long time, and it is the brand I am dedicated to when I shop,” said Shada Brazile, wife of All-Around World Champion Cowboy Trevor Brazile and co-designer of the new All-Around Baby Collection. “I wear Wrangler products, Trevor wears them both in the arena and on the ranch, and we know there are many other fans like us who will be excited to find Wrangler clothes for their babies and toddlers.”

Born out of the straight-from-the-mommy-source advice, the All-Around Baby Collection offers hard-to-find long-sleeved knit onesies, functional adjust-a-fit waist bands and adorable pink and blue themed patterns complete with a baby in chaps on the beloved back-pocket Wrangler patch. The collection is comprised of jeans, rompers, and onesies with pink and blue stitching, hat and boot prints, western yokes, snap fronts, plaids, embroideries, and western appliqués throughout.