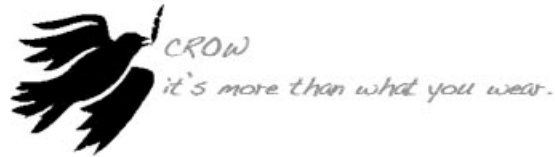


For Immediate Release
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New company—CROW Clothing—introduces an evolutionary sustainable business and fashion line

Launching May 5, CROW Clothing encourages consumers to be stylish and socially conscious

Portland, Ore: It's time to start asking questions about our wardrobes: Is it possible to go green and still be gorgeous? Can our clothes actually encourage change? **CROW Clothing** believes your outfits can enhance your life and your world.

Open for business on May 5, 2008, **CROW Clothing, LLC** (www.crow-clothing.com) is dedicated to helping conscientious consumers live, learn and thrive with eco-fabulous fashion and a socially aware online community.

A new kind of clothing company, **CROW** offers a fresh take on the greening trend in fashion today. The essentials:

- All **CROW** garments use a diverse, eco-friendly, sustainable array of fabrics like soy, organic cotton, bamboo, hemp and lyocell.
- Distinctive recycling, reusing or composting fabric scraps, patterns and thread in **CROW**'s "scrapology" line also reinvents leftovers into one-of-a-kind pieces.
- The company insists on cold-water washable materials that are still soft and shapely after line-drying.
- All production and assembly work is done by local sewers, both to offset CO2 emissions and to stimulate local economies..
- **CROW** uniquely allows customers price flexibility through a sliding scale for each garment.
- Items are shipped in 100 percent post-consumer packaging in an "upcycling" model.
- **CROW** follows the cradle-to-cradle system as all clothing can be composted or sent back to the company be reused through our donation system.

But **CROW** is about more than just cutting edge fashion, sustainable textiles and manufacturing. An action-oriented clothing line, **CROW** provides a wide variety of resources and community-driven tools to teach why ethical fashion matters and how to do it. From an energy-saving grey Web site to supporting fellow designers and products in a

spirit of “co-opetition,” **CROW** also promotes several key initiatives to help build a sustainable community. The company encourages healthy physical well-being, including a unique program that allows customers to send in garments for fit alteration after losing weight, and offering contractors naturopathic care at a low cost. **CROW** supports artists creating work that engages social change by donating one percent of all sales to Now Art Grants. **CROW**’s e-commerce site and online community also provide extensive and inspiring links and suggestions for resources that support social, environmental and personal change.

CROW’s Founder and CEO, “MamaBird” damali ayo notes, “Through our distinctive clothes and company initiatives, we passionately connect people with resources and information to help them be all they can be, starting with the clothes on their backs.”

CROW’s debut collection focuses on “Casual Chic” with fashion forward pieces for men and women including the Perfect Hoodie, a Crolo Shirt, the Trila Dress and Hybrid Tanks. Perfect for fashionistas with a conscience, and green gods and goddesses, as well as those just wondering how they can look hot while still helping to slow global warming, **CROW Clothing** is convinced that style and sustainability can coexist.



Available through crow-clothing.com, select fine retailers or orders@crow-clothing.com

For more information about **CROW Clothing** or to speak with **CROW Founder and CEO damali ayo**, please contact Elisabeth Malzahn, Vice President of Marketing, elisabeth@crow-clothing.com or phone 720-220-7702.

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