



EXTRA MILE MERCH LAUNCHES STRATEGIC MERCHANDISE DEVELOPMENT AND SCREEN-PRINTING SERVICES WITH A PROVEN TRACK RECORD OF EARLY SUCCESS

ORANGE COUNTY, CA – Extra Mile Merch, a full-service merchandise development and screen-printing company, has launched to design and manufacture custom apparel and accessories lines for ministries and movements, brands and bands, artists and authors, companies and conferences. Featuring a team of fashion savvy designers and creative experts in fabrics, embroidery and printing, Extra Mile Merch (EMM) comes out of the gate having already achieved significant success for its clients.

Extra Mile Merch are experts in solution-driven manufacturing; developing custom strategies and lines whether clients need only a well-designed but low cost giveaway shirt for promotional uses, or a consumer-driven retail line that will sell in any space. The company is driven by an internal commitment to create garments that will actually be worn by real world consumers rather than finding a home on a hanger away from the light of day. EMM will also print or manufacture existing designs while walking clients through their options for garment selection and printing.

Not merely screen-printing logos on shirts, Extra Mile Merch is able to create a full-scale line of merchandise including shirts, hoodies, beanies, accessories, jewelry and custom items. The company is also proud to offer screen-printing, drop shipping, fulfillment and web store creation.

The company has already achieved early success with line development has already generated an impressive client list including the tween/teen brand iShine, Fellowship of Christian Athletes, DCLA 2009, B. Reith, Robert Pierre, God Rocks!, The Rubyz, Matt Brouwer, Paige Armstrong, Jamie Grace, and ConversantLife, as well as various churches and general market organizations including the hip-hop dance crew the Groovaloes, winners of NBC's Superstars of Dance.

Kathy Douglas, CEO of Indie Extreme Inc., and Artist Manager states "Extra Mile Merch designed a merch line for Matt Brouwer's fall tour that has increased his sales per person at our concerts by 50%! We recommend that everyone follow Scott's advice and ideas for a successful merchandise line for your concert table!"

Troy Collins of iShine has already had a similar experience. "Extra Mile Merch took the time to understand our brand and our artists, then hit a home run with initial comps. The clothing they said would sell, did. It's that simple."



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Gotee recording artist B. Reith also found success with Extra Mile, “Newly signed to Gotee, I was happy to be on tour with TobyMac, Relient K and Family Force 5, but didn’t expect to sell much merch when compared to my tour mates, but we sold out of our initial run of Extra Mile Merch’s designs and had to reorder.”

Having co-founded the clothing and film lifestyle company Truth Soul Armor, Scott Brinson built Truth into the largest Christian-owned clothing brand in the U.S. Brinson’s experience includes clothing design, music, film, internet, product development and retail. He has a hands-on understanding of the intersection of faith and pop culture and has been responsible for creating successful merchandise offerings for many youth movements including Promise Keepers’ youth division and Youth For Christ’s “Acquire The Fire” brand.

Scott A. Shuford connects the dots between organizations and the faith-based consumer audience. Shuford’s FrontGate Media has been featured in Adweek, and since 2002 has grown into the #1 pop-culture media group reaching the Christian audience through online sites and events with 15 million email subscribers, 25 million monthly page views, 600,000+ at live events and in 45 million television households.

Extra Mile Merch has a passion to create increase for others. Scott Brinson reflected on this desire, “After creating my own consumer lines for many years, I felt God’s call to take this experience and serve other companies and ministries. With Extra Mile, we want to help them increase their effectiveness and generate more revenue to fund their efforts.”

Extra Mile Merch provides free “Brandstorm” consultations. Contact the company through ExtraMileMerch.com or call 949-429-1000. Pictures of Extra Mile Merch creations are available by request.

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