



FOR IMMEDIATE RELEASE

November 9, 2009

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BUDCLICKS™ SELECTS EXTRA MILE MERCH FOR EXCLUSIVE FAITH MARKET REPRESENTATION

Extra Mile to wholesale and custom design Budclicks™ for iPod®, iPhone™ and other users within Faith-based market for retail at events, online and in traditional locations.

Intersection between Apple's iPod/iPhone users and faith-based market is primed for success

ORANGE COUNTY, CA – Extra Mile Merch has been selected by Budclicks™ as their exclusive Faith-based market representative. Extra Mile offers this market custom Budclicks design and development for clients to create their own branded Budclicks, as well as offering Budclick's existing product line.

Budclicks are a fun and inexpensive way to bring style to iPod®, iPhone™ and other mobile users. The patent-pending click grips iPod, iPhone, and just about any other brand of earbud with a stem.

According to Apple®, iPod is the world's most popular family of digital music players with over 220 million sold, as well as more than 50 million iPhone and iPod touch® customers worldwide. With a reported 173 million Christians in the U.S. alone*, the intersection of the mobile entertainment, phone and faith markets represents one of the largest consumer audiences available.

“Through the Budclicks™ exclusive, Extra Mile is able to offer a significant new revenue opportunity, increasing the revenue per head for brands, bands, ministries, and movements at their events, developing custom product lines for their online outlets and delivering Budclicks to traditional retailers in the Christian Booksellers Association marketplace.” says Scott A. Shuford, Co-founder of Extra Mile Merch. “We could not be more excited to bring Budclicks to the Faith-based market.”

Budclicks can be found currently at all remaining dates of the 35 city Creation Festival: The Tour featuring Jars of Clay, Thousand Foot Krutch, Audio Adrenaline (acoustic,) B.Reith, FM Static and This Beautiful Republic.

About BUDCLICKS™

Budclicks, LLC. was launched in 2007 as an inexpensive and fun way to individualize your iPod/iPhone earbuds. The plastic charms 'click' onto your earbuds by way of a (patent pending) clip. The company is capitalizing on the rapid growth market of Apple's nearly 20 million iPods & iPhones sold each quarter. Budclicks retail products are designed for the Action Sport Retail and gift/boutique markets. They also develop custom Budclicks for bands, and other popular licensed properties such as SpongeBob™, Hello Kitty™, Metallica™, and Linkin Park™.



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About Extra Mile Merch

Extra Mile Merch exists to design and manufacture custom apparel and accessories lines for brands and bands, companies and conferences, movements and ministries, and artists and authors. Featuring a team of fashion savvy designers and creative experts in fabrics, embroidery and printing, Extra Mile Merch (EMM) 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 as a gym shirt or nightshirt. Clients include brands such as Groovalos (winners of NBC's Superstars of Dance), W Brand, General Petroleum, Impact Player Baseball, Redline Athletics, and Christian market brands including iShine, B.Reith, Youth Specialties, *To Save A Life* and more.

*Barry A. Kosmin and Ariela Keysar (2009). "AMERICAN RELIGIOUS IDENTIFICATION SURVEY (ARIS) 2008" (PDF). Hartford, Connecticut, USA: Trinity College. http://b27.cc.trincoll.edu/weblogs/AmericanReligionSurvey-ARIS/reports/ARIS_Report_2008.pdf. Retrieved 2009-04-01.



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