



FOR IMMEDIATE RELEASE

October 20, 2009

Media Contact: Lori Lenz, Biscuit PR

714-553-5181

lori@biscuitpr.com

EXTRA MILE MERCH DEBUTS EXCLUSIVE B.REITH LINE “NOW IS NOT FOREVER”



ORANGE COUNTY, CA – **Extra Mile Merch**, a full-service merchandise development and screen-printing company, recently designed and debuted the *Now Is Not Forever* line for rising pop artist B.Reith (Gotee).

The *Now Is Not Forever* line was designed exclusively for B.Reith and features themes from his latest project by the same name including *Now Is Not Forever*, *Awe Struck* and others. B.Reith is in front of fans nightly as he performs across the nation as part of two major tours, including the currently underway 30-date Creation Festival Tour, followed by a run of 20 cities on Winter Wonder Slam with tobyMac and Relient K.

This is the second line Extra Mile Merch has designed for B.Reith. The artist found early 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.”

“B.Reith is creating a real connection with his new fans. Our task was to extend that connection into apparel, giving fans the opportunity to deepen their connection with him through their fashion lifestyle,” states Extra Mile Merch Co-founder Scott Brinson.

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 Groovalooos (winners of NBC's Superstars of Dance), W Brand, General Petroleum, Impact Player Baseball, Redline Athletics, iShine, Youth Specialties, and more.



FOR IMMEDIATE RELEASE
October 20, 2009
Media Contact: Lori Lenz, Biscuit PR
714-553-5181
lori@biscuitpr.com

#####

For more information about Extra Mile Merch, please contact:



Lori Lenz
Biscuit Media Group
714-553-5181
lori@biscuitpr.com