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DRY DUDZ™ MAKE WAVES IN ACTIVEWEAR INDUSTRY WITH NEW PERFORMANCE CLOTHING TECHNOLOGY

Innovative DD Quick Dry wikTec Material and Quick Mount System™
Create Superior Products for Land and Water Activities

San Francisco, CA (March 12, 2012) – Dry Dudz™ launches onto the market just in time for the busy summer season, introducing versatile activewear—from boardshorts to bikinis—perfect for land and water activities. Available April 10 at www.drydudz.com, Dry Dudz™ men's and women's apparel combines a revolutionary *DD Quick Dry wikTec* material with a *Quick Mount System™ (QMS™)* to produce fast-drying, comfortable, performance clothing for everyone from hardcore surfers to casual swimmers.

"Dry Dudz™ swimwear is tailored with our customers in mind. Our high-quality products conform to fit their lifestyles," said Founder and President Cyndi Franz. "Whether they're riding waves or relaxing in the summer shade, we want them to be comfortable and stylish while they're doing it."

Dry Dudz™ leaves the industry's current activewear technology in its wake. Addressing the shortcomings of today's boardshorts and mesh-lined trunks, Dry Dudz™ offers a supportive, cutting-edge solution that mixes fashion with functionality to create a whole new breed of swimwear. The Dry Dudz™ *QMS™* is a patented attachment system that securely clips each pair of boardshorts to its inner liner, which can be worn at the High Connection Point to show off the waistband, or at the Low Connection Point for a sporty fit.

Every piece of Dry Dudz™ apparel also sports a *DD Quick Dry wikTec* fabric liner. This highly breathable, quick-dry material wicks away moisture from the inside out, keeping the wearer's skin dry all day.

Among the vast array of swimwear options, Dry Dudz™ stands out as one of the lightest boardshorts on the market thanks to an innovative 115g polyester fabric weave. A four-way stretch polyester-nylon hybrid lets boardshorts move with the body, while an inner thigh lining and elastic in the waistline's back optimize movement forward and laterally. Every Dry Dudz™ product also has an anti-bacterial treatment that prevents odor and helps reduce wash time.

Made for both men and women, Dry Dudz™ apparel is perfect for extreme sports or general outdoor activities. Dry Dudz™ men's boardshorts come in five contemporary graphic designs, stylish enough to serve as upscale casual wear. Dry Dudz™ women's trunks and bikinis forgivingly fit any body shape, and can be worn high for water sports or rolled low for a great tan. Whether jumping in the local lake or braving ocean waves, Dry Dudz™ ensures ongoing comfort that keeps water sports enthusiasts going too.

To request samples, product shots or an interview with a Dry Dudz representative, please contact Shawna Seldon, 212 255 7541 or Shawna@rosengrouppr.com.

About Dry Dudz™

Dry Dudz™ is a premium performance swimwear company that makes hybrid boardshorts and belt liners for active lifestyles in and out of the water. Inspired by summer days at the beach, pool and lake, Dry Dudz™ patented technology ensures exceptional support and quick drying performance, without sacrificing style. The patented Quick Mount System™ (QMS™) and other technical features make Dry Dudz™ wicking boardshorts and belt liners not only versatile fashion, but vital equipment for all water sports enthusiasts.

Dry Dudz™ is sold online at www.drydudz.com. Dry Dudz™. *Get your Dudz on™!* Friend us on Facebook at www.facebook.com/drydudz; Follow us on Twitter at www.twitter.com/drydudz.

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