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# Dry Dudz™ Celebrates its Launch in NYC and Kansas City

## *New Hybrid Swimwear Company Kicks Off with Events in Two Major Markets*

San Francisco, CA (April 13, 2012)—Dry Dudz™—a new, premium performance swimwear company that produces patented, hybrid boardshorts and bikinis—celebrated its official launch this week with a flash mob and media tour in New York City and an upcoming launch event in Kansas City on Saturday, April 14.

“After two years of tireless work, we are thrilled to finally launch Dry Dudz™ just in time for the summer season,” said Dry Dudz™ President & Founder Cyndi Franz. “The bustling media and fashion mecca of New York City was our perfect starting point, and this is definitely only the beginning.”

The Dry Dudz™ team wasted no time in New York City, assembling a successful flash mob of attractive models to strut through Midtown in only their boardshorts and bikinis. In chilly 50 degree weather, the Dry Dudz™ models managed to turn several heads as well as gain airtime as part of the TODAY show’s outdoor crowd.

“The swimwear industry has always offered fashion, but often struggled to meld that style with form and function,” said Lisa Kieu, VP of Sales and Marketing, Dry Dudz™. “We’re proud to have successfully designed Dry Dudz™ to provide all three, and are excited that everyone from producers to editors to even pedestrians on the streets of New York City shared our enthusiasm.”

On Saturday, Dry Dudz™ will kick off its official Kansas City launch at Fool’s Fest 2012, KC Watersports’ first wakeboarding competition of the season. The Dry Dudz™ team will make a splash with a lineup of exciting activities, including a live fashion show. The public can also check out the products at the Dry Dudz™ booth or on the fit models that will be sporting them all day. Delicious food and refreshing drinks will also be served throughout the event.

“Dry Dudz™ was conceived in Kansas City, and the company’s evolution was largely made possible by the people there who supported us from the start,” said Gale Murphy, VP of Retail Sales Operations, Dry Dudz™. “We wanted to honor and thank the community that will be our strong roots as we continue to grow.”

**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](http://www.drydudz.com). Dry Dudz™. *Get your Dudz on™!* Friend us on Facebook at [www.facebook.com/drydudz](http://www.facebook.com/drydudz); Follow us on Twitter at [www.twitter.com/drydudz](http://www.twitter.com/drydudz). Check out the Dry Dudz™ YouTube Channel at <http://www.youtube.com/user/DryDudz/videos>.

### **About KC Watersports I Fool's Fest 2012**

KC Watersports is a seven-acre, cable wake park located in Paola, Kansas. Fool's Fest 2012 marks the park's first event of the season, and lasts from April 13-15. Contest day on April 14 will feature seven complete sessions for everyone from experts to beginners, as well as plenty of fun activities. Sponsors include Body Glove, Sanuk, GoPro, Alliance Wakeboard, Monster, Boardworks and Liquid Force.

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