

**FOR IMMEDIATE RELEASE**

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**DRY DUDZ™ Announces Charity Partnership with  
International Fund for Animal Welfare**

San Francisco, CA (April 3, 2012) — Dry Dudz™, a newly debuted premium performance swimwear company that produces patented, hybrid boardshorts and bikinis, has announced a charity partnership with the International Fund for Animal Welfare (IFAW; [www.ifaw.org](http://www.ifaw.org)). From the company's official launch on April 10 until Earth Day on April 22, 10 percent of each purchase made at [www.drydudz.com](http://www.drydudz.com) will be donated toward IFAW's marine conservation initiatives.

“Dry Dudz™ was inspired by a passion and respect for the world's oceans, rivers and lakes,” said Dry Dudz™ Founder & President Cyndi Franz. “It was only fitting that we give back to the wildlife and natural habitats that helped spark Dry Dudz™ inception. As admirers and ardent supporters of IFAW's conservation efforts, we are thrilled to contribute to their endeavors.”

Since 1969, IFAW has worked tirelessly to improve the welfare of individual animals, wildlife populations and habitats across the globe. IFAW now ranks as one of the most effective organizations dedicated to saving animals in crisis. Among its projects in more than 40 countries, IFAW's aquatic campaigns work to defend the world's dolphin, whale, sea turtle, seal, and penguin populations through advocacy, research, and hands-on help.

“Preserving our world's wildlife and natural habitats is a collaborative process,” said Fred O'Regan, President and CEO, IFAW. “The generous groups and individuals who support IFAW through donations play a vital role in the success and continuation of our work, and we are grateful to Dry Dudz™ for their contribution.”

In addition to environmental issues, Dry Dudz™ strives to address consumers' needs by providing comfortable, supportive, stylish performance clothing for everyone from casual outdoor enthusiasts to

hardcore athletes. Made for both men and women, Dry Dudz™ feature a patented Quick Mount System™ (QMS™) that securely attaches each pair of boardshorts to its inner liner. Dry Dudz™ also stands out as one of the lightest boardshorts on the market thanks to a 115g polyester fabric weave, and sport a DD Quick Dry wickTec fabric liner that wicks away moisture to keep skin dry. Dry Dudz™ provides ongoing comfort, style and support that keep wearers looking good and feeling good all day.

To request samples, product shots or an interview with a Dry Dudz representative, please contact Shawna Seldon, 212 255 7541 or [Shawna@rosengrouppr.com](mailto: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](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).**

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