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## PRESS RELEASE

### Activewear Meets Philanthropy at Move with Purpose™

**ARLINGTON, MA, OCTOBER, 2006**— Activewear company, Move with Purpose™ unveils its mission and a new non-profit partnership this month as part of a fall campaign called “Gear up and Give.” The company’s mission is to inspire people with its line of activewear featuring the Move with Purpose™ philosophy and to fund worthy causes at the same time.

Many companies donate a portion of sales or profits to charity but we have made this the bedrock of our business at Move with Purpose™, says Diane Rich, President. “We live by “The 20% Rule” which is our commitment to donate 20% of our sales to non-profits that are doing something special to make a difference.”

Move with Purpose™ has selected national organization, Reach Out and Read (ROR) as their first featured charity. ROR promotes early literacy by giving new books to children and advice to parents about the importance of reading aloud in pediatric exam rooms across the nation. ROR programs focus on children growing up in poverty and reach more than 2 million children annually in all 50 states.

“We are excited about our partnership with Move with Purpose™ because we like the idea of combining activewear and philanthropy,” says Julia Van, Director of Development for Reach Out and Read. “It is a great way to spread a positive message while also reminding people of the importance of giving back,” she explains.

“Our customers really respond to the ROR mission of making books a part of a healthy childhood,” says Ms. Rich. “We believe that giving can be fun for everyone and small contributions can make a difference. When a customer purchases just one or two Move with Purpose™ items, one needy kid gets books for one year through Reach Out and Read.”

“The Move with Purpose™ brand is designed to connect fun and adventure with meaning and impact,” explains Ms. Rich. “You can look good while wearing many activewear brands, but you will also *feel* good while *doing* something good when you wear Move with Purpose™.”

Move with Purpose™ customer, Jennifer Felch of Austin, TX agrees. “Our entire family wears Move with Purpose™,” says Felch. “My kids love the turtle logo and I like the idea that a less fortunate kid benefits each time I buy a shirt.”

Move with Purpose™ products and gift certificates are available online at [www.movewithpurpose.com](http://www.movewithpurpose.com) and at select events. The company also offers a range of customizable items for corporate and fundraising use.

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