

NEWS RELEASE

For Immediate Release



Media Contact: Jessica Denison
jessica@communicationbridges.com
928.204.9834

Pink Jeep Tours Awarded Branded Apparel Makeover from Lands' End

Sedona, Ariz (Jan. 5, 2009) – Lands' End Business Outfitters announced Pink Jeep Tours as one of three winners of its apparel makeover contest, and the recipient of a branded apparel program.

The new branded apparel outfits, valued at approximately \$50, start with pink Pima Polos and Performance Chinos. A ThermaCheck® 100 Fleece is layered on to chase the chill from northern Arizona.

“Chosen from over 2,000 entries, the three winning companies all had two things in common – an entrepreneurial spirit and a struggle with brand identity in their apparel program,” said John Maher, vice president, Lands' End Business Outfitters. “A unified branded apparel program gives clients a feeling of confidence that they've hired the best and also inspires pride within employees. The apparel programs we've designed for the winning companies demonstrate that professional looks can be created within every budget.”

Providing off road tours of the majestic Red Rocks of Sedona, Pink Jeep Tours was looking for a casual, yet pulled together look for its employees.

“Our look had to convey an adventurous, healthy spirit that reflects our corporate values,” said Mike Hermen, director of marketing, Pink Jeep Tours. “We were also looking for outfits that would be fun to wear – Lands' End Business Outfitters created a look just right for us.”

To learn more about Lands' End Business Outfitters, visit www.landsend.com/business or call 1-800-338-2000. For more information on Pink Jeep Tours call (800) 873-3662 or visit www.pinkjeep.com.

Pink Jeep Tours, the premier adventure tour company of Northern Arizona, was founded in 1960 and has its corporate headquarters in Sedona, Arizona. It serves visitors from around the world with a corporate fleet of 65 vehicles and is the only Jeep tour company with guide trainers certified by the National Association for Interpretation on its staff.

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