



FOR IMMEDIATE RELEASE

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**KLEINERT'S® FATHER'S DAY FASHIONABLE SWEAT-PROOF
APPAREL KEEPS DADS COOL YEAR ROUND**

***Summer Looks that Sport Sweat-Proof and Sweat-Resistant Properties Look Cool
and Feel Even Better***

Elba, AL (Month, day, 2009) –If your dad or husband tends to perspire a lot, then he'll love a classy Father's Day gift that insures sweat-protection, comfort, and a cool look and feel. Kleinert's®, the premier source of sweat-proof products for everyday use since 1869, has created a line of men's casual and dress wear that provides an ideal gift for the guy who has everything--but sweat-free peace of mind.

With everything from convenient one-use disposables to undershirts to polo shirts to denim weekend wear and t-shirts, the Kleinert's® products wear well, look great and can be worn everywhere. Kleinert's® dress shirts, casual wear and active wear are treated with Fabrapel®/Dry Defense- a treatment exclusive to Kleinert's® that is a hypoallergenic patented finish which makes fabric water repellant, stain repellant and inhibits bacterial growth while eliminating heat and odors. Far superior to other products on the market, Kleinert's® fashion combines style and functionality into one thoughtful present. This Father's Day, dress dad in a style he'll really appreciate and keep him looking as cool as he feels!

For The Business Dad

Protection Under His Business Shirt

He'll never sweat-through again to his outer shirt or clothing. There is nothing like this anywhere! Confidence is now assured! Stay dry and comfortable at all times as moisture will not pass through these high quality, breathable interlock cotton undershirts with its built-in patented and enlarged absorbent underarm protection vinyl barrier shields sewn-in. Prevents sweat stains and odors, ensuring complete comfort and discreet protection.



Stay sure and dry all day with these 100% cotton crew and v-neck undershirts which are sweat-resistant, stain-resistant and anti-bacterial treated with Fabrapel®/DryDefense®. These breathable, soft cotton undershirts are great for casual wear, business attire under dress shirts, uniforms or even for sports.

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Available without a pocket. Machine washable. Constructed with 5.6 oz., heavyweight 100% preshrunk cotton. Ribbed collar. Taped shoulder-to-shoulder. Cover-seamed front of neck. Double-needle stitched hemmed sleeves and bottom. Colors: White, Beige and Black Sizes: Small To 3X. MSRP: starting at \$22.99 without underarm shields, and \$24.99 with underarm shields.

“The summer is taking its toll despite the air conditioning,” says one satisfied Kleinert’s® customer who uses a variety of products to help stay cool in the heat. “These will help me save on my dry cleaning bills and prolong the life of my suits as well.”

For The Easy Going Casual Dad

Polo Shirt

Dads who love to be outdoors and like the feel of material that’s simple and breathable will enjoy Kleinert’s® short sleeve polo shirts with Dry Defense® technology and sewn-in underarm shields. This shirt is great for a day on the golf course or just a day out with the family. Dry Defense® makes the fabric sweat-resistant, stain-resistant and anti-bacterial, preventing perspiration spots on clothing and -- with its superior moisture management fabric -- keeps a body’s core temperature stable. Polo shirts are preshrunk with a ribbed collar. Colors come in white and black with sizes ranging from small to 3X-Large. MSRP: starting at \$33.99 without underarm shields, and \$36.99 with underarm shields.



Denim Workshirt



Think dad needs to change up his style every now and then? Denim isn’t just for jeans anymore! Dad will find versatility and reliability in Kleinert’s® long sleeve stonewashed denim shirt. Protective, enlarged underarm shields are sewn into the garment and the shirt features button-through sleeve plackets, adjustable cuffs and back pleat with a button-down collar. Sizes: Small to X-Large. MSRP: \$56.00

Casual T-shirts

A dad can work up a sweat running after toddlers or teenagers. Now dads can show they can keep up with anyone without letting them see you sweat! Kleinert’s® 100% pique cotton crew neck t-shirts feature the Dry Defense® fabric which makes the fabric sweat-resistant, stain-resistant and anti-bacterial, preventing perspiration spots on clothing and -- with its superior moisture management fabric -- keeps a body’s core temperature stable. These T-Shirts are available in crew neck or v-neck styles with or without sewn-in underarm shields, and in white, navy, black and Tiger red. Sizes small to 3x-Large. MSRP: starting at \$33.99.



For guys who like a more loose fitting, lazy day-style t-shirt for relaxing with friends or going to a football game, Kleinert’s® also has a Secura T-Shirt which features built-in patented and enlarged absorbent underarm protection vinyl barriers, preventing sweat stains and odors, ensuring complete comfort and discreet protection. T-Shirts are crew neck style and 100% ring spun cotton without pocket. Colors come in white, navy and black, ranging from small to 3X-Large. MSRP: starting at \$21.99

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For the Fashion-Forward Father

Up-Market Polo Shirt



If dad loves his polo shirts but wants to spice it up a bit, try the silk touch pique knit sport shirt with pocket and underarm shields sewn-in. The polo has a flat-knit collar and cuffs, metal buttons with dyed-to-match plastic rims, double-needle arm holes and bottom trim and side vents. Colors come in white and black. Sizes: Small to X-large. MSRP: \$54.00

Short-Sleeve Button-Down

Give dad's wardrobe some versatility with shirts he can wear in casual settings, as well as work settings. Kleinert's® short sleeve easy-care shirt with underarm shields is wrinkle resistant. The comfortable wash-and-wear shirt is indispensable for the workday. Features dyed-to-match buttons, box back pleat, button-down collar and patch pocket. Colors come in white and black. Sizes: Small to X-large. MSRP: \$54.00



Long Sleeve Dress Shirt



Sensible and durable is what makes a gift great! Dad will love this long sleeve dress shirt. The shirt is wrinkle resistant and looks great right out of the wash. Wrinkle resistance makes it ideal for travel. It has classic styling with functionality that never lets dad down. Underarm shields with waterproof barriers are sewn-in under each arm to prevent wet-through, stains and odors all day. Features dyed-to-match buttons, box back pleat, contrast color inside the back yoke and collar, adjustable cuffs, button down collar and patch pocket. Colors come in white, black and light blue. Sizes: Small to X-large. MSRP: \$56.00

For the Athletic Dad

Advanced Sweatproof Athletic Wear



For the dad that likes to take his workouts and sports to another level, Kleinert's® offers a line of athletic wear with Dry Defense® technology exclusive to Kleinert's® products. Clothing treated with DryDefense aids in improving hydration, core temperature stabilization, heart efficiency, air circulation and peak performance up to 10%. Several styles of shirts tailored to various sports including: tennis, running, cycling, soccer, football, baseball and more can be found at www.drydefense.com.

A SIMPLE, CONVENIENT, INEXPENSIVE SOLUTION

Kleinert's® Absorbent, Disposable Sweat Pads

If Dad doesn't need any more shirts, but would like to have protection for the shirts already in his closet without the hassle of constant dry-cleaning, you can get him ready packs of peel and stick Kleinert's® Disposable Underarm Shields. These one-use absorbent disposables come in a pack of 12 pair (24 shields) which are highly absorbent, thin, discreet and convenient. They adhere securely to all fabrics including cotton or silks, providing superior protection from odors and sweat stains. Each shield features three wide adhesive peel-off strips that stay securely placed all day long--better than any disposable on the market. No pins, straps or washing necessary. One size fits all. MSRP: \$6.65 or \$8.99 for Ultra-Absorbency Pads.



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“Fathers fill a vital role in the family life,” said Michael Brier, Chief Executive Officer, Kleinert’s®. “Whether they are working, at play with the kids or working out to keep in shape this summer. Customers can be assured that Kleinert’s® line of growing fashion and sweat-proof garments will be able to keep up with dads, while keeping them looking as confident as they feel.”

This Father’s Day, let Kleinert’s® sweat the small stuff and give dad the relaxing day he deserves! Kleinert’s shirts and athletic wear can be purchased online at www.kleinertsshields.com and www.drydefense.com.

About Kleinert’s®

Now Located in Elba, Alabama, Kleinert’s® was founded by Isaak B. Kleinert in 1869. Since its inception, Kleinert’s® was a creative force developing many products still in common use today including the shower cap, the shower curtain, the garment shield and the baby pant. Today, Kleinert’s® is an international brand built on products that are known for its quality. The company continues to be innovative in developing and improving on designs and concepts that are beneficial in multiple environments. Select Kleinert’s® sweat-proof and sweat-resistant products can also found in departments stores, lingerie boutiques and pharmacies, but the full line is available at www.kleinertsshields.com and athletic wear is available at www.drydefense.com.

Editors Note: 300 dpi photos are available at <http://www.kleinertsshields.com/media-pr.php>