



For more information, please contact:  
Dena Trapani, PINK PR, 212-472-7824  
Dena@PinkPublicRelations.com

**Fashion T-shirt Brand, Cherry Tee, Announces New Wholesale Program**  
**A Favorite Collection of Young Hollywood and Consumers Alike is now**  
**Available in Hand-Selected Boutiques around the Country**

(Brooklyn, NY- October 16, 2007)- Cherry Tee, a collection of chic and simple cotton t-shirts, originally available exclusively online at CherryTee.com is proud to introduce a new wholesale program. Since its inception in 2002, the Company has been a direct-to-consumer brand and retailer. During its first year of business and due to increasing popularity, they started to receive calls and email inquiries from stores, boutiques and websites about carrying the line. Finally, five years later, this well-established brand is now ready to sell their tees and gift items in nationwide shops.

Cherry Tee deflected the original requests from boutiques for many reasons. First, the Company wanted to perfect its offerings -- the quality and fit of the tees, the packaging, the brand's message, customer service and gift items. There is no better way to do this, than selling directly to consumers, via online and at trunk shows. Secondly, as founder Deborah Brener Zolan explains it, "I was cautious about growing too quickly, losing the small company feel and most importantly, becoming too of-the-moment." Thirdly, part of Cherry Tee's charm, is the overall experience in purchasing and receiving the tees. Through the website's design and tone, the high quality cotton, the reasonable price point, the luxury packaging, gourmet lollipop and personalized thank you card, one gets a feeling for the brand. It was essential that the consumer's emotional connection is not lost once the item is available in store environments.

The branding still remains of utmost importance to the Company and they do not intend for it to become just another tee on the shelf at a local clothing boutique. That is why the wholesale business was launched at the New York International Gift Fair last month and featured the gift sets, including the Big Bucket 'O Tanks, the Cherry Tee Samplers and the Tote of Tees. These items give consumers more of a complete picture of the Company. Additionally, stores will receive branded ribbon and other materials as a way of making a statement in-store. Brener Zolan also says, "The fact that it could only be bought through the webstore made it that much more special. But now, we realize that we want many more people to have access to the brand and that way was through wholesale."

Cherry Tee has become a favorite among Hollywood's hottest, adding to the desire of buyers to stock the brand. Having Lindsay Lohan, Anne Hathaway, Jessica Simpson, Nicole Richie and Jennifer Garner photographed out and about in these tees, seems to make it more desirable to both the press and consumers.

**ABOUT CHERRY TEE**

Cherry Tee offers chic and simple US made 100% cotton t-shirts for women, men and baby. The brand's mission is to create a new standard in t-shirts by marrying uncompromising quality, unparalleled style and unequaled prices with a superior customer experience. The company founded by husband and wife team, Craig Zolan and Deborah Brener Zolan, is headquartered in Brooklyn, New York. Cherry Tee plans to continue to bring new styles, colors and gift items to all of our customers, both at retail and wholesale.

###

