

June 10, 2006

CHARLOTTESVILLE– Robert Redd, LLC is pleased to introduce a third season of its classic shirts through the 2007 spring line. Robert Redd was often known for both his drive to succeed and his humility. Although he excelled in a number of ventures, Redd never let his success deter him from striving to create and re-create more perfect products. Redd exhibited this drive for self-improvement and perfection in everything he undertook.

The same deliberate consideration of earlier lines manifests itself in the newly re-developed product presented for 2007. This new REDD offering expands the range of colors in a variety of updated styles, reflecting the care Robert Redd committed to the pursuit of perfect styles and color combinations.

Robert Redd, LLC excels in creating, designing, and producing the most unique consumer products. Notably, the initial Redd® products were fine gentleman's knits. The products are comprised of the finest materials, matched with unique colors and are intelligently conceived so that both the products and brand appeal to the gentleman or lady with the highest personal regard for his or her wardrobe.

The legend of Robert Redd™, tracing back to before the turn of the century, was founded on a love of both adventure and of the finer things in life. Robert Redd, LLC continues to evolve holding true to the most defining characteristics of its original inspiration, especially those derived from his family's motto, "Extend Love, 'Tis what you truly are". Many more colorful adventures exist and once properly researched, will be reported faithfully by Robert Redd, LLC.

For more information, send an email to [info@robertredd.com](mailto:info@robertredd.com), or call 434-979-9191.