

October 23, 2006

CHARLOTTESVILLE– Robert R. Matheson, Managing Partner of Robert Redd, LLC, was featured this fall in *The High School*, the official magazine of Mr. Matheson’s alma mater, The Episcopal High School. The article, entitled, “A Tradition of Style”, describes Matheson’s success in creating a brand that reflects the classic good taste exhibited by the students of The Episcopal High School.

Mr. Matheson’s company, Robert Redd, LLC, provides discerning customers with a functional line of nostalgic products, appropriate for a variety of gentlemanly endeavors.

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.