



For Immediate Release

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Lion Enhances TotalCare With Acquisition Of National Safety Clean

DAYTON, OHIO – March 29, 2007 – Lion Apparel, the world's largest provider of fire fighter protective clothing, enhanced its TotalCare services for North American fire departments with the acquisition of National Safety Clean, Inc., one of the industry's leading clean and repair services.

TotalCare is a service concept pioneered by Lion Apparel to improve firefighter safety by assuming the responsibility for the proper supply and care of a department's protective clothing. Proper supply and care is critical to optimizing the protective performance of the gear. It also helps the department comply with NFPA 1851 Standard on Selection, Care, and Maintenance of Structural Firefighting Protective Ensembles.

The TotalCare concept was first employed by Lion Apparel and the London Fire Brigade in 1998 and is widely used in Europe and Asia Pacific regions. In 2006, the concept was embraced in North America as the Chicago and Toronto Fire Departments began TotalCare partnerships with Lion Apparel.

"National Safety Clean is well respected in the fire industry," says Steve Allison, vice president, Lion PSG Americas. "This acquisition enhances the benefits of our TotalCare service. Proper supply and care of protective clothing is essential to ensure that firefighter gear provides the necessary safety every time it is worn. Complex designs, fabrics, and fibers require personnel with specialized expertise. The combined knowledge and experience of National Safety Clean and our current dealer partners can truly help enhance the safety of firefighters."

"Jim Baker, general manager of National Safety Clean, is the leading expert on cleaning and repairing protective cloth in the fire service," says Vicki Smith, VP, Lion TotalCare PSG Americas. "Lion Apparel has always been known for its technical excellence. The addition of Jim adds another valuable resource for our customers."

National Safety Clean has facilities in Kennett Square, PA and Houston, TX.

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Lion Apparel Inc. is a 111-year-old, family owned global company based in Dayton, Ohio, USA. Through offices in the U.S., Canada, U.K., Germany, France, Australia and Spain, Lion serves the uniform and personal protective equipment (PPE) and logistics requirements of police and fire departments, civilian government agencies, emergency services, and military organizations around the world. Each and every day, Lion fulfills the personal safety, readiness and identity needs of its customers around the world.