



For Immediate Release

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Lion Apparel Enhances TotalCare- Acquires Solutions Safety Houston and Dallas Locations

DAYTON, OHIO – July 11, 2007 –Lion Apparel, the world's largest provider of fire fighter protective clothing, further enhanced its TotalCare(R) services for North American fire departments with the acquisition of the Houston and Dallas, Texas, locations of Solutions Safety, Inc., one of the industry's leading clean and repair operations.

TotalCare is a service concept pioneered by Lion Apparel to improve fire fighter 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. Earlier this year, Lion Apparel acquired National Safety Clean of Kennett Square, PA, as part of its North American expansion of services.

"The acquisition enhances the benefits of Lion TotalCare," says Steve Allison, Vice President Lion PSG Americas. "Proper supply and care of protective clothing ensures that fire fighter gear provides the necessary safety every time that it is worn. Complex designs, fabrics, and fibers require personnel with specialized expertise. The combined knowledge and experience of our newly expanded TotalCare offering and our current dealer partners will truly help enhance fire fighter safety."

"This is a logical extension to our TotalCare focus in North America," says Cliff Gallarneau, Director of Sales for Lion TotalCare. "The Solutions Safety teams in Houston and Dallas have high-energy, innovative approaches

to PPE care and maintenance and to marketing its services. They provide services to a substantial number of fire departments in Texas, including the Houston Fire Department and the Dallas Fire Department."

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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.