



For Immediate Release

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TotalCare Protection for Birmingham International Airport

BIRMINGHAM, UNITED KINGDOM– October 14, 2008 – Firefighters at Birmingham International Airport will benefit from the highest standards of protective clothing under a new TotalCare(R) contract from Lion Apparel.

The 65 personnel that make up the fire fighting team at Birmingham now have the peace of mind that all of their personal protection equipment (PPE) - from head to toe - is fit for purpose and meets the highest relevant standards.

Birmingham International is the sixth largest airport in the U.K. and handles more than 9 million passengers through its two terminals every year. Over 50 airlines operate services to over 100 destinations around the world.

"It is essential that our fire fighting team operates with the highest standard of protection available that is fit for purpose. Lion offered a solution designed to meet our own specific needs, and the company's commitment to quality control and maintenance of the equipment will ensure its suitability for the lifetime of the seven-year contract," said Paul Ankrett, fire services manager for Serco, who operates the fire service at the airport.

"We are delighted to have been awarded this contract and look forward to a successful partnership with Serco and Birmingham Airport in the years to come," said Mark Walker, business development manager at Lion Apparel.

Learn more about Lion Apparel products at '<http://www.lionapparel.com>'.

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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.