



**For Immediate Release**

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## **U.S. Army Virtual Prime Vendor Program Benefits Detailed In Lion Apparel White Paper**

**DAYTON, OHIO** – September 22, 2008 – In any business consistently achieving a 99.99 percent accuracy rate is a noteworthy achievement, and for Lion Apparel, the figure represents what the company has reached in its contract with the military's Defense Supply Center Philadelphia. Lion's reputation positions the company as the global leader in the provision of protective clothing and equipment, uniforms and supply chain management.

Lion has prepared its white paper, "Benefits of the U.S. Army Virtual Prime Vendor (VPV) Program," (<http://www.lionapparel.com/pdf/Lion%20VPV%20White%20Paper.pdf>) to present the elements of the arrangement which influenced the company's success, such as:

- . A thorough explanation of the needs and challenges of the military partner
- . Details on the proposed solution and how the program was implemented
- . Results and statistics demonstrating improved efficiencies
- . Customer response to the outsourcing partnership

Handling more than 1,000 orders a day was made possible by "enthusiasm and passion for building a worldclass operation," according to Brigadier General James H. Schwitters.

To learn more about Lion Apparel, visit '<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.