



For Immediate Release

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Lion Apparel Launches New Video on isodri® Moisture Management System

DAYTON, OHIO, February 9, 2008– Lion Apparel, the world's largest supplier of firefighter protective clothing, announced today the release of a new video that highlights the importance of keeping firefighters dry and the features, advantages and benefits of its patented isodri® moisture management system.

isodri® is a unique system invented by Lion that fights the proven problems of wet turnout gear by delivering a superior moisture management solution. Each and every isodri® component is engineered to reduce the water intake. This reduces the heat storage capacity and working weight, promoting both comfort and safety in the protective ensemble.

The video includes:

- An overview of the importance of keeping turnout gear dry
- A demonstration of the isodri® system versus a common liner system
- Frequently asked questions from firefighters

"Every firefighter deserves dry gear. Our isodri® moisture management system is often the deciding factor in why firefighters choose our turnout gear over our competitors' gear," said Karen Lehtonen, director of products for Lion's Protective Systems Group. "We made this video to tell the world about the benefits of our system and the advantages it has over other turnout gear on the market."

The isodri® video, produced in conjunction with DuPont, can be viewed at

<http://www.janesville.bz/isodrivideo.html>.

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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.