



**SHADE CLOTHING PARTNERS WITH LOCAL UNITED WAYS
TO HELP FAMILIES IN NEED**
*SHADE DONATES 50 PERCENT OF NET PROCEEDS FROM ITS BRIGHT
SIDE TEES TO LOCAL UNITED WAYS*

AMERICAN FORK, Utah (April 30, 2009)—Shade Clothing, the first company to infuse modesty into today's hottest fashion trends, has partnered with local United Ways across the country to help families who are struggling financially.

On May 4, Shade will launch The Bright Side Tee Campaign, which consists of seven tees designed with inspirational messages. The Bright Side tees will be sold in all Shade stores and online at www.shadeclothing.com. Fifty percent of the net proceeds from the sales of these tees will be donated directly to local United Ways to help families in need.

"We created The Bright Side campaign because the recent economic downturn has affected many of my friends and neighbors. I wanted to find a way to help them and others in a similar situation," said Chelsea Rippy, CEO of Shade Clothing. "We hope the campaign will help all of us join together to make a difference in our communities. Through the tees, we will spread messages of optimism, hope and faith."

The Bright Side tees will be designed with inspirational messages, such as The Future is Bright and Look Up. The selection of tees also includes positive graphics illustrating the following concepts: Gloom and Bloom, Wake a Wish and Game On. The proceeds donated to local United Ways will help fund programs that benefit families in the respective communities. The Bright Side tees will be sold for \$20.

"We appreciate companies like Shade Clothing that are committed to helping the community," said Bill Hultstrom, President and CEO of United Way of Utah County. "The proceeds from The Bright Side collection will go directly to programs that are helping families in our community who are struggling at this time. Generosity from companies like Shade Clothing help to create long-lasting change in the community."

About Shade Clothing

Shade Clothing is a company with a simple mission: make clothes that help women feel comfortable and happy. Launched from the basement of CEO and founder Chelsea Rippy's home, Shade has quickly become the leading provider of fashionable, modest clothing. Shade was recently named one of Utah 100's Emerging Elite. Shade products allow women to wear all the latest styles without feeling uncomfortable and uncovered. Shade offers layering pieces and stand-alone tops, as well as an expanded product collection: skirts, shorts, dresses, swim wear, Girly and Maternity. For more information, visit www.shadeclothing.com.

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