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Irish Setter's Birmingham and Southwick Flannel Shirts Are Relaxed and Comfortable

WINNIPEG (January 2008) —Sportsmen always like a relaxed, comfortable plaid flannel shirt. Now Irish Setter has two styles available that are sure to please. The seven-button shirts have adjustable shirt style cuffs and two chest pockets with flap and button closures. The Birmingham is offered in a modern timber plaid. This plaid has a small tight pattern. The Southwick features a more-open pattern green frontier plaid.

This Birmingham and Southwick flannel shirts are available in men's sizes medium – 3XL. It will be offered at leading sporting goods retailers in August 2008; the suggested retail price is from an affordable \$29 USD.

The Irish Setter brand, long known for its performance hunting boots, has extended its brand to apparel. Richlu Manufacturing is an authorized licensee of Red Wing Shoe Company. The Fall 08 line includes performance upland jackets and rugged casual jackets, vests, shirts and pants that are hunting-inspired.

"Richlu was attracted to Red Wing's Irish Setter brand because of its strength among both retailers and consumers," said Richlu Vice President Gavin Rich. "Irish Setter's loyal following appreciates its rich hunting footwear heritage. We're confident that the generations who have worn the footwear will be equally receptive to the apparel."

"We thought the Irish Setter brand had the potential to broaden beyond footwear and that apparel would be a good start. Richlu's values are in alignment with Irish Setter's core values of quality, comfort and durability. That was a very important consideration when we evaluated this opportunity," said Mark Dinndorf, Irish Setter Brand Manager. "We're especially impressed with Richlu's commitment to quality."

Richlu Manufacturing was founded in 1939 and is a 100% family owned company located in Winnipeg, Canada. It has a history of building extremely durable work wear that has endured the harsh Canadian winters for decades. Richlu has evolved over the years and has become the largest maker of work wear in Canada and enjoys a reputation for quality, fit and competitive pricing.

Today, Richlu is ISO 9001 certified, operates a major manufacturing facility in Winnipeg and also manufacturers internationally. Warehousing and distribution is done from three locations in Winnipeg and Pembina, North Dakota, with product being shipped to U.S.A., Europe, Japan and from coast to coast in Canada.

Based in Red Wing, MN, Irish Setter is a division of the Red Wing Shoe Company, Inc. that includes a full line of performance hunting boots, fishing shoes and outdoor casuals. Irish Setter continues to use leading technologies and the finest materials to provide customers the best quality outdoor footwear. For more information about Irish Setter's heritage, products and retailers, visit www.irishsetterboots.com.

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