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Irish Setter's Moleskin Jackets Are Practical and Stylish

WINNIPEG (January 2008) —Irish Setter's Fall 08 collection includes moleskin options for sportsmen.

The Irish Setter Huntington coat is constructed with highly wind-resistant 100% cotton moleskin. The jacket is rugged but exceptionally soft. While the Huntington has a luxurious hand, it also sports several functional features. It has a snap closure front placket over a 2-way zipper to protect against the elements. The action back, elasticized shell case holders sewn inside the lower pockets and plentiful pockets make this jacket ready for action.

The Hopkins is a moleskin vest with front zipper closure and two lower patch pockets. It can be worn as a liner with the Breckenridge and Litchfield jackets.

These moleskin items are available in deep olive, in men's sizes medium – 3XL. They will be offered at leading sporting goods retailers in August 2008; the suggested retail price is \$179 USD for the Huntington coat and \$69 USD for the Hopkins vest.

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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