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**Irish Setter Upland Apparel Is Loaded With Appeal**

WINNIPEG (January 2008) — The new Irish Setter Crosby jacket, Elmore shooting shirt and Henderson pants by Richlu appeal to serious upland hunters. The 100% cotton canvas Crosby jacket features Hi-Vis blaze orange padded shoulders, storable hood and handy zip off sleeves that are ready for changes in weather. The jacket also provides ample storage while walking the fields with extractable elasticized shell case holders, two lower dual-entry bellows pockets, lower flap pockets, a roomy game pouch that is accessible from front to back and a lower back zippered utility pocket.

The Irish Setter Elmore shooting shirt complements the Crosby jacket. The 100% cotton canvas shirt has Hi-Vis blaze orange pad on right shoulder and sleeve overlays. The long sleeve, button-down shirt includes a convenient game pouch on both front sides which is accessible from the front to back.

The Henderson 100% 12 oz. cotton canvas pants with Cordura overlay on the front leg and lower back leg are suitable for upland hunting. The regular 5-pocket jean style utilizes triple needle construction and includes a watch pocket.

The Crosby jacket, Elmore shooting shirt and Henderson pants are available in chocolate and brown. The jacket and shirt come in men's sizes medium – 3XL. The pants are available in 19 different sizes to accommodate most men. These new items will be offered at leading sporting goods retailers in August 2008; the suggested retail price is \$149 USD for the Crosby jacket, \$59 USD for the Elmore shirt and \$59 USD for the Henderson pants.

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 manufactures 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](http://www.irishsetterboots.com).

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