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Irish Setter Offers Waxed Cotton Jackets

WINNIPEG (January 2008) —Sportsmen love the traditional look, feel and performance of wax cotton outerwear. Wax cotton provides superior water repellency and durability. Irish Setter offers two options for wax cotton jackets that can be worn alone or paired with a liner for additional warmth as needed. Both jackets incorporate stylish moleskin trim.

The Irish Setter Breckenridge is a practical choice with a snap closure front placket over 2-way zipper, zipped game waterproof pouch on the back with domed side entry, two lower scooped dual entry bellows pockets and upper left vertical pocket with zipper closure. The Litchfield includes a hood and a longer length for more coverage.

Irish Setter provides a liner options for the Breckenridge and Litchfield jackets. The Hopkins moleskin vest features a front zipper closure and two lower patch pockets.

These waxed cotton items are available in brown and olive, in men's sizes medium – 3XL. They will be offered at leading sporting goods retailers in August 2008; the suggested retail price is \$119 USD for the Breckenridge jacket and \$169 USD for the Litchfield jacket. The Hopkins moleskin vest is priced from \$79USD.

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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