

Apprentice Contestant Tarek Saab Launches New Clothing Line, Lionheart Apparel

For Immediate Release

FORT WORTH, Texas/EWORLDWIRE/Sep. 14, 2006 --- Tarek Saab, former contestant on The Apprentice 5, and business partner David Colletti, Jr. today announced their new Christian clothing line, Lionheart Apparel. The company sells hats and T-shirts displaying Christian symbols.

In its first two weeks, the company's Web site, www.LionheartApparel.com, has generated over a quarter of a million hits, and it is benefiting from strong word-of-mouth within the college market. With three retailers already in tow and more on the way, the owners say they will exceed sales expectations.

When asked about starting a new business, Saab said, "We have taken great care to build this company for growth in every way imaginable. This is just the beginning of a wide-reaching initiative, and we are already seeing the fruits of our labor on a national scale."

"The response thus far has been overwhelming," Saab continued. "We've struck an emotional chord with people on both sides of the fence, which is exactly what we set out to do."

Colletti, who has a background in corporate law, offered advice for other small businesses. "When starting a new business, you can never predict what may go wrong, but what makes it all worthwhile is the sense of pride. When it means something to you it becomes about more than just the bottom-line," he said.

Pushing beyond the bottom line, Lionheart Apparel donates ten percent of all profits to two pro-life organizations, a move that may turn away customers but is true to the spirit of the company.

"Our commitment to the pro-life movement is an indicator that we are an action-oriented company," stated Saab.

Colletti agreed that the company is about taking action, and he emphasizes that the clothes don't make the man, but rather actions do, saying, "Lionheart Apparel won't make good Christian men, but it will allow Christian men to identify themselves. It's about setting an example regardless of what other people think."

Lionheart Apparel, LLC, is a clothing company dedicated to outfitting Christian men in quality apparel that is subtle, symbolic and stylish. For more information or for interviews contact Cassandra Lopez at (817) 726-4450 or clopez@lionheartapparel.com.

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CONTACT:

Cassandra Lopez

Lionheart Apparel

Fort Worth, TX 76248

PHONE. 817-726-4450

EMAIL: cassandra@integratecreative.com

<http://www.lionheartapparel.com>

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Los Angeles
+1 213-596-0850

Chicago
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T-shirts

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