



Press Release

For Immediate Release

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Native Threads™ and Tohono O'odham Economic Development Authority Announce Partnership

Valley Center, CA. and Sells, AZ. - April 21, 2011 - Native Threads™, Indian Country's premier apparel brand and Tohono O'odham E.D.A., the economic development arm of the Tohono O'odham Nation today announced that they have formed a partnership, Native Threads L.L.C., to further develop the Native Threads™ brand as a world-wide, mainstream apparel line.

The connection of the two firms will allow the Native Threads™ brand to broaden the product offering to appeal to mainstream apparel outlets, increase their marketing presence and solidify the sales and operations teams with human and other resources.

As mainstream fashion struggles to find the "What's New and Different" line of apparel, the Native Threads™ team is busy creating the answer for buyers like Macy's, Pac-Sun and others. "Our culture lends itself to inspired apparel ideas that are embraced worldwide and with our new partner we have the financial wherewithal to capitalize on the larger mainstream clothing market that was previously out of reach." says Native Threads™ President, Randy Bardwell (Luiseño - Pechanga).

"We are fortunate to be part of a great brand, unique product lines and a formidable team to invest in. This solid partnership is the foundation upon which the Native Threads™ brand will reach new levels both in the domestic and international marketplace." commented Travis P. Nabahe, CEO, Tohono O'odham Nation E.D.A. "As we invest in the people, we invest in the future. And with Randy's vision and unwavering dedication to make Native Thread's a world-wide brand, we expect that future to be very bright."

About Native Threads™

Native Threads™ exists to celebrate and preserve native cultures by creating inspired apparel designs, advocating social and environmental issues, and fostering international goodwill and prosperity for our business partners. Buy our products online at store.nativethreads.com.

About Tohono O'odham E.D.A.

Tohono O'odham E.D.A. is an Enterprise of the Tohono O'odham Nation to generate revenue, profit, economic growth consistent with O'odham Himdag (the People's Way of Life), traditional values, and the sovereignty of the Tohono O'odham Nation.