

River West Brands and Phantom Industries Announce Exclusive Agreement for Underalls™ Brand

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CHICAGO AND TORONTO-- River West Brands LLC and Phantom Industries, Inc. announced today that they have entered into a multi-year, exclusive agreement to manufacture, market, and distribute a new and innovative assortment of hosiery and intimate product lines carrying the Underalls™ brand name.

In announcing this agreement, River West's CEO Mark Thomann stated, "We are thrilled to align ourselves with such a recognized and capable North American manufacturer that has built its reputation on superior product quality and unparalleled product assortment."

Phantom plans to introduce the Underalls™ brand assortment to the retail trade in February 2008, with a full scale product launch to follow.

"We know that women today not only want to look polished and well dressed on the outside, but underneath as well," says Ronnie Strasser, President of Phantom. "We are very excited about combining our expertise in design and manufacturing with this powerful brand equity."

Underalls™ will offer a revolutionary new technology whereby a supersoft microfiber panty is built right into the legwear.

The upcoming innovation addresses the long standing challenge of multiple panty lines by eliminating the lines altogether. In addition, the product provides women with the comfort they desire by enhancing the panty with a new breathable gusset technology.

The Underalls™ brand is committed to making women feel perfectly pulled together from head to toe. As such, Phantom intends to extend the Underalls™ brand by offering camisoles and reversible bras that match the built in panty. All the items will be produced with the same supersoft microfiber and will be offered in multiple colors and prints. In addition, Underalls™ will introduce legwear - sheers and tights offering 3 styles of built in panties, a thong, a bikini style, or a boyshort, giving the contemporary woman comfortable and attractive choices to suit her lifestyle.

With today's fashions focusing on smoothing, slimming, and styling, Underalls™ also plans to introduce shaping products that will compliment the intimate line, offering the today's woman a complete solution to her undergarment needs.

Mr. Thomann further commented that the launch will be supported by innovative and memorable communications strategies. "Our goal is to have America--and Canada-- saying 'Show us your Underalls™'."

About River West Brands LLC

River West Brands acquires, redevelops, and commercializes consumer brand properties. The Company and/or affiliates own or license a growing portfolio of iconic brands such as Coleco® and ColecoVision™ gaming products, Salon Selectives® beauty products, Eagle® snacks, Brim® coffee, Metrecal® nutritional products, Bonwit Teller™ apparel and accessories, and a number of others. River West is headquartered in Chicago.

About Phantom Industries, Inc.

Phantom is a leading manufacturer of women's apparel. Since 1956, the company has built a reputation on superior product quality and unparalleled product assortment. Phantom is headquartered in Toronto, Canada, and maintains an office in New York.