



MEDIA CONTACT: Dan Passe, 704-634-9022, dan@autopasse.com

NORTH CAROLINA RACE CAR DRIVER LAUNCHES ECO-FRIENDLY FASHION COMPANY - DIRTBALL FASHION

- Hickory-based company features U.S.-made, high-quality clothing for the active lifestyle -

HICKORY, N.C. (March 4, 2009) – After a career spanning decades racing in sports cars, the NASCAR Nationwide Series and as a driving instructor, North Carolina native Joe Fox knew it was time to spread his entrepreneurial wings. His creation is Dirtball Fashion (www.dirtballfashion.com), an eco-friendly clothing line for men, women and children. Based in Hickory, N.C., Dirtball Fashion produces clothing made exclusively in America from recycled cotton fiber and advanced post-consumer polyester blends.

“Our goal is to provide stylish, comfortable clothes for active individuals,” said Fox, describing Dirtball Fashion’s unique mission. “We use only recycled and organic materials, and all of our clothing is made in America. That has the added benefit of keeping manufacturing jobs here at home, while reducing our carbon footprint by eliminating the need to ship product from overseas.”

While the eco-friendly aspect makes manufacturing a bit more difficult, Fox has found that the extra effort is worth it. “Everything is sourced within a 250 mile radius of Hickory, North Carolina,” Fox explained. “It is important to offer products that don’t have a negative impact on the environment, and in today’s economy, support our local workforce.”

Eco-friendliness goes beyond the initial purchase of a Dirtball Fashion product, thanks to the company’s unique guarantee. “Our recently introduced shorts line have a return policy, so we can recycle it into new garments,” said Fox. “Once we receive a used pair of shorts, we offer the customer a 20% discount on their next on-line purchase.” Dirtball Fashion also offers consumers another way to give back to their communities by donating \$1 from every purchase to the charity of the buyer’s choice.

Since launching in 2008, Dirtball Fashion’s lineup now includes T-shirts, shorts, hats, knits and moisture management. Coming in Fall 2009 is a “water bottle-based” jacket, backpack and organic cotton canvas pants. “Since I founded the company, the response has been incredible,” said Fox. “We have a great on-line presence, representatives in 11 states, and we are continuing to expand our territory, including opening up a store near our headquarters.”

“Dirtball Fashion is active, urban, eco, outdoor and American,” Fox added. “That is the way that our customers live, and in these times, what better statement can one make.”

Please visit www.dirtballfashion.com for more information and an on-line catalog.

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For Media Interviews with Joe Fox, President of Dirtball Fashion, please contact Dan Passe at 704-634-9022.

Also please visit Dirtball Fashion’s media website at www.dirtballfashion.com/media.html