



– News Release –

Entripy Custom Clothing Puts its Heart into Heart Month

For Immediate Release

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OAKVILLE, ON – Entripy Custom Clothing (www.entripy.com) and its subsidiary Desi Wear (www.desiwear.com) are participating in Heart Month for the month of February. The companies are putting their hearts into making a difference in the lives of others by participating in the Heart and Stroke Foundation's largest grassroots fundraising initiative, Heart Month.

Entripy and Desi Wear will be selling paper hearts at a price of \$2 for customers, clients, friends and family. Also, 10% of Desi Wear's February online and in-store proceeds will go towards the fundraising initiative for Heart Month. "Given that heart disease and stroke are among the leading causes of death in Canada, I cannot emphasize enough how important it is to support our local communities and neighbours. Every generous donation, no matter how big or small, will truly help make a difference in the lives of thousands of people," says Kiran Mander of Entripy Custom Clothing.

In 2009, Entripy and Desi Wear will be taking a more active role in community initiatives such as this one. "We are really energized to help promote heart health and this campaign is an important step towards helping save the lives of many people impacted by heart disease and stroke. There is nothing more rewarding than knowing we have made a difference and contributed such a fabulous cause," says Shelli Brar, Desi Wear Coordinator & Brand Developer.

About Entripy Custom Clothing & Desi Wear

Entripy (www.entripy.com) is a leading provider of custom apparel in Canada. It provides garment design, screen printing and embroidery. With 25 employees, Entripy provides custom design, production and shipping of garments from its Oakville, Ontario facility. Entripy has an unwavering commitment to superior customer service and a dedication to innovation, research and technology. Entripy provides customers a quality, leading edge product for orders as few as five items to extensive orders numbering in the hundreds of thousands. Entripy's client base includes corporations, academic institutions, and the not-for-profit sector.

Desi Wear (www.desiwear.com) is an urban South Asian inspired clothing line located in Oakville, Ontario, Canada with worldwide distribution. Desi Wear was acquired by Entripy in February 2008 due to its enormous potential to grow the retail and e-commerce component of Entripy.

About The Heart and Stroke Foundation

The Heart and Stroke Foundation, a volunteer-based health charity, leads in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living and advocacy. The Heart and Stroke Foundation of Canada is a federation of 10 provincial Foundations, led and supported by a force of more than 140,000 volunteers. Throughout its history, the



Foundation has relied on the generous donations of millions of Canadians. The Foundation receives no operational funding from government sources.

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