

FOR IMMEDIATE RELEASE:

Launch of OutfitEZ promises men great style without the shopping

DENVER, CO (April 17, 2008) - OutfitEZ announced today the launch of its online clothing store that simplifies and changes the way men buy clothes. This innovative venture is targeted at busy professionals who do not have hours to spend shopping and marks the entry of the personal e-shopper.

“Finally there is a way to purchase men’s clothes that does not require excessive time and frustration.” said entrepreneur and founder, Chris Gosnell. “We wanted to make clothes shopping as convenient as possible for men, and what better way than to do the shopping for them.”

OutfitEZ offers a service that matches specific clothing to each customer’s measurements and style preferences, creating a wardrobe that looks great and suits their lifestyle. Each collection of outfits is coordinated and selected by wardrobe consultants, then delivered directly to the customer.

The system simply requires a customer to set up his profile with size and style choices; the rest is handled for them. The primary service provides a shipment of custom-selected clothing for each season. From sportswear to business casual to executive suits, OutfitEZ offers collections starting at \$150. The company also has a variety of specialty collections, such as interview attire and wrinkle-free travel wear.

This changes the focus from buying a shirt to building a wardrobe. After a few shipments, the customer has effortlessly revitalized his closet. While the customer does not select specific items, the clothing company chooses styles from quality brands that are distributed at major department stores and men’s retailers including: Kenneth Cole, Perry Ellis, Dockers, and Abercrombie.

“It also takes the pressure off figuring out what’s fashionable, what fits, what’s comfortable... and in the end if they don’t like an item they can return it.” added Gosnell.

OutfitEZ is poised to capitalize on the growth in online apparel sales, which rose from \$18.2 billion in 2006 to over \$22 billion in 2007. Continued market expansion is expected, since these figures represent less than 10% of apparel sales and consumers are showing less resistance to purchasing clothing online.

About OutfitEZ

[OutfitEZ](#) is an innovative online source for men’s clothing. It provides coordinated wardrobe collections selected to match each customer’s personal profile. OutfitEZ offers men the benefit of great style, without the shopping. This is menswear made simple.

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