

California Born DEBUTS NATIONALLY ON AMERICAN IDOL

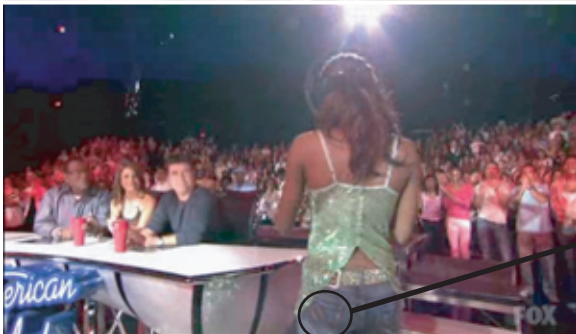
California Born, a new, premium, women's denim line, made waves on American Idol's Top Three episode when third place finalist, Vonzell Soloman wore California Born jeans during the results show.

This season's contestants are more style savvy than ever. However, they still rely on American Idol stylist, Miles Siggins, who personally chose California Born's signature Curved Bottoms Collection for Vonzell's final episode on American Idol. This season's American Idol has consistently held the top spot for Tuesday and Wednesday night television viewing, averaging over 25 million viewers an episode – major brand exposure for this new, premium denim line which has been garnering rave reviews among celebrities and industry stylists alike.

Gabrielle Union, Yolanda Adams and Sheila E. are only a few of the celebrities who await a pair of special made, California Born jeans.

Women-owned, female-driven. California Born...because every woman has curves.

For further information, to schedule an interview with Leslie Unger or receive product samples contact, Gwen Wunderlich or Josie Zohny at FYI Public Relations 212 586 2240 or email gwenglam@media.com or josie@fyimedia.com.



PRESS RELEASE



California Born

Curved Bottoms Collection