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Apparel Line Allows Consumers to Wear Neuroses On Literal and Proverbial Sleeves

JustJunkie.com Satisfies Healthy Obsessions with New Line of Comfort Apparel

/24-7PressRelease/ - ORLANDO, FL & RALEIGH, NC, October 21, 2007 - The team at Junkie announces the launch of justjunkie.com, home to all the latest Junkie news and apparel. A wide array of aficionados can proudly display their obsessions with Junkie's new line of comfort t-shirts for men and women. This initial website and product release appeals to a wide variety of Junkie interests, ranging from baseball to java to poker and more. With their newly released line of Junkie t-shirts, justjunkie.com encourages consumers to wear their neuroses on their proverbial - and literal - sleeves. The line of high quality apparel satisfies an unfilled niche in the apparel marketplace for consumers looking for ways to express their individuality through their own personal passions.

"I am such a junkie myself, for so many different things, that I felt it would be fun to represent them iconically on t-shirts," says Junkie's big idea man, Drew Griffin. "Everyone I know has a high interest in something, an obsession if you will, and it's my goal to get as many of these positive addictions represented on our products as possible."

In addition to customer self expression, Junkie is committed to high quality products, excellent customer service, and environmental responsibility. Junkie apparel is made to become more comfortable each time it is washed and worn, ensuring long lasting satisfaction with each Junkie purchase. Additionally, customers can be assured that he or she will be treated as an individual, with personal attention paid to each order being fulfilled. To minimize environmental impact, Junkie partners with an American dye house whose own processes ensure minimal environmental effect, and Junkie products are packaged in recycled or biodegradable materials with a focus on minimizing waste.

"Our goal is to promote everyone's inner junkie while keeping our external 'junk' to a minimum," according to Product Specialist Emily Hayes. Junkie started as the brainchild of an erstwhile photographer who recognized the junkie in everybody around him. He sketched out some ideas, presented them to his willing family members, and soon Team Junkie was born. The four agreed early on that Junkie and its website, www.justjunkie.com, would focus on promoting healthy obsessions for a wide range of aficionados. With new designs on constant production, Junkie encourages consumers to "get hooked!" and proudly display their own inner junkie.

About Junkie, LLC:

Just Junkie is an Orlando, Florida based apparel company focused on promoting healthy obsessions for a wide range of aficionados. By focusing on the positive, Junkie encourages you to "get hooked!" and proudly display your own inner junkie. For more information, please visit justjunkie.com.

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About Holy Cow Branding

Holy Cow Branding is a full-service creative agency, providing businesses with the advertising, marketing and public relations they need for success. For additional information, please contact us at 919 606 2817.