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SailFast Apparel Supports Team 7 Sailing

Top U.S. Females: Barkow, Capozzi and Howe sign with SailFast

SailFast Apparel, the brand that embodies the passion, fun, and spirit of the sailing lifestyle, today announced a sponsorship agreement with the Team 7 Sailing, the trio of top U.S. female World Champions and Olympic hopefuls, Sally Barkow, Debbie Capozzi and Carrie Howe.

/24-7PressRelease/ - MIAMI, FL, February 04, 2008 - SailFast Apparel, the brand that embodies the passion, fun, and spirit of the sailing lifestyle, today announced a sponsorship agreement with the Team 7 Sailing, the trio of top U.S. female World Champions and Olympic hopefuls, Sally Barkow, Debbie Capozzi and Carrie Howe

Team 7, comprised of world champion sailors are a unique collection of passionate and talented sailors who together hope to bring home the Gold at the Olympic Games this summer in Beijing, China.

"Supporting Team 7 was a natural," says Doug Metchick, SailFast's founder. While their records - individually and as a team - are all very impressive, it is not their competitive accomplishments that brought us together. It is the camaraderie, fun and commitment that these women bring to their effort every day that is so impressive. Sally, Debbie and Carrie set a great example for sailors everywhere and truly embody what it means to live the sailing lifestyle."

The young women of Team 7, who are only in their 20's, have already won 20 regattas together and their next goal is to represent the U.S. in Beijing 2008 as members of the U.S. Sailing Team. In addition, Sally Barkow was recently named The Rolex Yachtswoman of the Year, the sport's most prestigious award.

"We're thrilled to be supported by SailFast," says Barkow. "The brand is exactly what we're about - having fun on the water and also giving back to the community."

As part of the sponsorship, SailFast and Team 7 collaborated to create a specially designed t-shirt that can be worn on the water as well as for on-shore activities. These shirts will be made available for consumers purchase in the SailFast webstore (www.isailfast.com) with proceeds going to support Team 7 Sailing. SailFast will also donate 10% of the proceeds from this item to the Leukemia and Lymphoma Society.

In 2007, SailFast announced a partnership with the Leukemia and Lymphoma Society where the company launched a unique charity wristband made from sailcloth and pledged to give 10% of its profits from its apparel sales back to supporting the fight against Leukemia and other blood cancers. Since the announcement, more than 13,000 wristbands have been sold.

About SailFast Apparel

SailFast is brand of casual apparel that is inspired by the sea but made for those of us who actually live on shore. Headquartered in Westport, CT, the company takes a "look good while doing good" approach to fashion and has pledged to give 10% of its profits to supporting the fight against Leukemia and other blood cancers through it's 10 For A Cure program. Additional information about SailFast Apparel can be found on www.isailfast.com

For information on Team 7 Sailing, please visit: www.team7sailing.com

For all information on SailFast Apparel, please visit www.isailfast.com

About Walsh PR

Walsh PR is a full service public relations agency specializing in marketing PR, new product introductions, and product awareness campaigns.