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## **ROKK CLOTHING BRAND STANDS STRONG FOR 2009**

NEW DESIGNS, NEW SIGNATURE TEES FOR MMA FIGHTERS, NEW ROKK ADDITIONS TO RETAILER HOT TOPIC, NEW BUSINESS SALES AT ASR. WHAT'S NEXT FOR ROKK CLOTHING?

**January 30, 2009 (LOS ANGELES, CA)** - Southern California based, ROKK Clothing is taking the New Year by storm. After a complete year of success from the inspiration of vintage classic rock tees, ROKK tees, have been a large hit with musicians and entertainers alike. As well, ROKK Clothing has drawn in a solid base of customers, including its very own STREET TEAM, through the ROKK Clothing website, [www.bringtherokk.com](http://www.bringtherokk.com), as well as retailers from around the world.

Continuing to add, new and unique designs to the line, ROKK Clothing has dived into new ventures with a variety of industries, including Tattoo, MMA and now Action Sports.

Co-founder, Dan Jacobs, guitarist of Atreyu, a popular Rock/Metal Band, was inspired to design a line of tees and accessories fitting to his genre and style, he could wear on tour with his band. Though the tees are inspired by the music industry, ROKK Clothing has drawn the attention from a spectrum of people like Kat Von D. from LA Ink to Josh Barnett MMA fighter from AFFLICTION.

As of the New Year, good things are happening for ROKK Clothing. Most recently, with great success, larger retailer, Hot Topic, will pick up 2 new designs to sell in select Hot Topic Locations as well as online at [www.hottopic.com](http://www.hottopic.com). The ROKK Clothing line was initially picked up by Hot Topic in December of 2007, adding a total of 7 designs to date.

Over the weekend ROKK Clothing gained further brand recognition in the Action Sport Retail Fashion Industry, with hopes to reach out to a demographic that share an equal love of action sports and rock music.

Joe Jacobs, co-founder, and Head of Sales and Business Development for ROKK Clothing says, "ASR was a big step for ROKK Clothing, to gain recognition, respect and credibility for our brand, while crossing over into new types of industries. We came out with an objective and we were impressed with the outcome. From new business deals to increased sales, ROKK Clothing is already standing tall for 2009."

### **About ROKK! Clothing**

ROKK! Clothing brings alive the classic rock shirt of today. All are original authentic designs exclusive to the ROKK! Clothing brand. Inspired by Dan Jacobs, guitarist with Atreyu, and executed by Joe Jacobs, his business savvy brother. New designs will be constantly updated and accessories added.

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