

FOR IMMEDIATE RELEASE

**ROKK! CLOTHING IS YOUNITED WITH
NEWFOUND CELEBRITY CLIENTELE**

HAVING EMBRACED THE YOUNITED FOUNDATION'S EFFORTS TO "BEAT 1960!,"
ROKK! CLOTHING'S LIMITED EDITION "ROKK 1960!" SHIRT IS BEING EMBRACED
BY THE REAL WORLD AND NUMEROUS HOLLYWOOD CELEBRITIES

September 24, 2008 (LOS ANGELES, CA) – In July 2008, ROKK! Clothing partnered with the YOUNited Foundation, a non-profit organization that serves to educate through the power and excellence of film. ROKK! clothing and the YOUNited Foundation combined forces to create a limited edition shirt, the "ROKK 1960!" shirt.

The "ROKK 1960" shirt was designed by ROKK! clothing co-founder Joe Jacobs in an effort to provide the YOUNited Foundation increased visibility surrounding their innovative initiative to motivate more than 63% of Americans to cast an educated vote on November 4. 1960 holds the record for the highest percentage of voters in a US Presidential election in the past 48 years, when 63.1% of Americans voted. ROKK! is committed to helping the YOUNited Foundation reach their goal and "BEAT 1960!"

The limited edition "ROKK 1960!" shirts are being worn by celebrities including Fergie and the Black Eyed Peas, Linkin Park, NeYo, punk metal band ATREYU, Kevin Federline, Fonworth Bentley, cast and crew of "Ugly Betty," Kid Rock, cast members of MTV's "The Real World" and even dancers featured on MTV's hit summer show, "Randy Jackson Presents America's Next Best Dance Crew."

The limited edition "ROKK 1960!" shirts are available for \$30 at the Mimi & Hy boutique in Studio City, at ROKK! clothing's official website www.bringtherokk.com and at the YOUNited Foundations website www.YOUNitedFoundation.org

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For more information, and to request photos of celebrities wearing the ROKK! 1960 shirt,
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