



INDIE EXTREME SELECTS EXTRA MILE MERCH AS PREFERRED PARTNER

ORANGE COUNTY, CA – Extra Mile Merch, a full-service merchandise development and screen-printing company, announced today that Indie Extreme (IE), the Nashville – based label management firm providing major label resources to independent artists and labels, has selected Extra Mile Merch as their Preferred Provider for IE artists in the areas of apparel line design, development and screen printing.

This expands the relationship between Indie Extreme and Extra Mile Merch that started with Black Shoe/IE/Universal Music Christian Group artist Matt Brouwer. Extra Mile Merch designed the merch line for Brouwer’s fall tour that resulted in an increase in sales per person at his concerts of 50%.

“This alliance, like many others we continue to develop, further allows our independent artists an opportunity to compete on a level playing field compared to any other major label artist or group.” stated Kathy Douglas, founder and CEO of Indie Extreme. “We look forward to introducing artists to the top-notch merchandising and brand development that Extra Mile Merch provides. As with all of our strategic partnerships, we are excited about how this will assist each of our artists and labels in promoting their talent.”

Indie Extreme represents a growing number of innovative independent musical acts and labels ranging from folk legend *Judy Collins*’ label, *Wildflower Records*, hit CCM artist *Matt Brouwer*, R&B artist, *DOC*, multi-platinum recording artist *Alvaro Torres* along with the rest of the *Big Dream Christian Music artist roster*, Blues Rock artist *Stacy Mitchhart*, dance video sensation *Chitlins* along with new CCM band *Sacred Road* on *The Vine Records* and many more. The firm partners with Universal Music Christian Group/Fontana for distribution and retail marketing, along with providing a variety of label service packages to independent labels.

Indie Extreme provides marketing, vendor coordination and administrative services for independent artists and record labels of every genre and style worldwide. Serving as a business process outsourcing company since 2006, the company allows independent artists and labels to focus their efforts and energies on their creative pursuits while leveraging the Indie Extreme’s infrastructure for all of the administrative aspects of their business/career.

“We love the artist success model that Indie Extreme has created that is helping artists to develop to their full potential. We are excited to play our role in that process.” states Extra Mile Merch Co-founder Scott A. Shuford.



FOR IMMEDIATE RELEASE

September 15, 2009

Media Contact: Lori Lenz

714-553-5181

lori@frontgatemedia.com

Extra Mile Merch exists to design and manufacture custom apparel and accessories lines for brands and bands, companies and conferences, movements and ministries, and artists and authors. Featuring a team of fashion savvy designers and creative experts in fabrics, embroidery and printing, Extra Mile Merch (EMM) are experts in solution-driven manufacturing; developing custom strategies and lines whether clients need only a well-designed but low cost giveaway shirt for promotional uses, or a consumer-driven retail line that will sell in any space. The company is driven by an internal commitment to create garments that will actually be worn by real world consumers rather than finding a home as a gym shirt or nightshirt. Clients include Groovalos (winners of NBC's Superstars of Dance), W Brand, General Petroleum, Impact Player Baseball, and Redline Athletics in the general market, as well as Outreach Films, Youth Specialties, Fellowship of Christian Athletes, GodRocks, B Reith (Gotee Records,) iShine, The Rubyz, Paige Armstrong, Robert Pierre, Matt Brouwer and more.

#####

For more information about Extra Mile Merch, please contact:



Lori Lenz

FrontGate Media

714-553-5181

Lori@FrontGateMedia.com