

PRESS RELEASE



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***KANE'OHE TO UNVEIL MEN'S PANTS IN SUMMER LINE
New items available for pre-order at the Surf Expo in Orlando.***

New Smyrna Beach, Fla. (Jan. 14, 2009) – Kane'ohe Bamboo Provisions, a new eco-luxury clothing designer and manufacturer, will unveil three new garments added to their 2009 men's summer collection at Surf Expo, Jan. 14-17, 2009 at the Orange County Convention Center in Orlando. The eco-fashionable dress pant, cargo pant, and dress shorts will be available for pre-order at the Expo. Kane'ohe will occupy booth number 787N in the Boutique section.

“With the addition of our classic pant styles, we can now offer our customers a complete, eco-luxurious men's look, perfect for any occasion,” said Bryan Harris, managing partner.

The new men's dress pants and shorts create a classic look with front pleating, and are available in cool khaki and black. The pants and shorts are made entirely of bamboo brushed twill, with soft and silky fibers that offer a cool alternative to cotton and other inorganic fabrics.

The new cargo pants are made of bamboo fibers and organic cotton, and are available in cement and mermaid colors.

Kane'ohe pants will be available to consumers this summer in boutiques throughout the coastal U.S.

About Kane'ohe

Kane'ohe, based in New Smyrna Beach, Fla., is the designer and manufacturer of high-end bamboo clothing. Kane'ohe is a family-owned business founded by brothers Bryan and Kyle Harris, their father, Tom, and business partner Marc McDaniel. They specialize in eco-luxury islandwear made from the finest bamboo provisions blended with organic cotton. Kane'ohe's passion for islandwear is driven by an unwavering belief: Hao a pa'ihi, Hawaiian for, “dress up, as in one's best.” Simply unparalleled, Kane'ohe's breathable bamboo clothing not only evokes style, but is imbued with as much substance as the lifestyle represents.