



INNO-WEAR

GAME'S EVERYWEAR

Press release
For immediate release

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(do not publish)

Age of Conan chooses Inno-Wear

[Zurich, 11 June 2008] The specialist in textile products under videogame licenses has acquired the license of the most popular MMORPG of the moment: Age of Conan, Hyborian Adventures.

The impressive launch of the game recently brought it to the spotlight, and the enthusiastic reviews it has received further strengthens its already large community. With these derived products, the game continues its conquest of Gamers.

Acquired by Inno-Wear for the entirety of Europe, Age of Conan comes to enrich its impressive catalogue of over 50 licenses from the world of videogame.

Products in development will be available by the end of summer, around the Best Price and Himmersion ranges, and will benefit from the official marketing support of the publisher.

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www.inno-wear.com
www.himmersion.com

www.ageofconan.com

About Inno-Wear:

Since its inception, Swiss company Inno-Wear© has established itself as the reference in derived products issued of videogame licenses. With over 50 licenses to its catalogue, Inno-Wear© is the market leader, in four panels of activity:

Kiddi-Play® is a traditional licensing brand with children's apparel and accessories (3-12 y.o.) under a quality label.

With Himmersion®, the gamers' fashion brand, 15-35 year-olds show off their Videogame Culture.

Best Price is an innovative range in Europe with 100% official t-shirts at the forefront of videogame current affairs, available exclusively at videogame corners.

The Goodies service offers game publishers the creation and production of made-to-measure prime products.