



TOMPKINS POINT APPAREL

FOR IMMEDIATE RELEASE

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TOMPKINS POINT APPAREL BEGINS PROGRAM TO IMPROVE THE LIVES OF COTTON FARMERS AND FACTORY WORKERS

May 10, 2011 – Wyckoff, NJ – Tompkins Point Apparel (www.TompkinsPoint.com) announced that it has started its charitable activities, which are focused on improving the lives of the farmers and factory workers that produce its clothing. Tompkins Point donated \$500 to its factory's worker welfare fund, and the proceeds will be used to help finance the factory's education program. This program ensures that every factory worker can send his/her children to school.

Scott Leeder, Founder of Tompkins Point stated, "Tompkins Point was created to help those that produce our clothing." He continued, "We were excited to be recognized as the first brand in America to receive fair trade certification for apparel, and now we're thrilled to go a step further and help make sure that the children of the factory workers that make our clothing go where all kids should – to school."

Tompkins Point's contribution was made per its corporate policy of donating 25% of its profits to the workers that make its products. The donation was made in addition to the fair trade premium that was previously paid to the factory's worker welfare fund, per fair trade requirements. For more information on Fair Trade USA's apparel program and its requirements, please see <http://www.transfairusa.org/products-partners/apparel-linens>.

About Tompkins Point Apparel: Tompkins Point Apparel is a fair trade and organic menswear brand dedicated to putting class back into the classics. It creates traditional American garments while using its business to improve the lives of the farmers and factory workers that produce its clothing. Tompkins Point launched in 2010 with a line of fair trade and 100% organic cotton men's polo shirts. For more information on Tompkins Point, please visit www.TompkinsPoint.com.