

## LORIET LAUNCHES EXTREME SPORT

New York, NY, June 14, 2006 (NYDMZ) -- Loriet-Tennis.com celebrated its one year anniversary with the launch of its Extreme Sport line of tennis apparel.

Loriet was founded on a desire to converge clothing styles and trends from tennis, board sports, soccer and running to create a new line of high quality sports apparel. Now this innovative company is celebrating its one year anniversary with the launch of its Extreme Sport line.

Loriet's Extreme Sport line is made of Active Cool Fabric Technology; a durable yet light weight fabric that provides extreme comfort during high levels of physical activity. Extreme Sport includes performance shirts for men and boys; athletic shorts for men, women and children; and high endurance sports tops for women.

Loriet is dedicated to promoting athletes and works closely with coaches, academies, clubs and schools to support tennis and other sports. Loriet is a proud sponsor of a number of tournaments and organizations. "We are a new and personal operation which enables us to offer excellent deals and design customized packages for players, coaches, events and specialty retailers," says Mehdy Karbid, co-founder and CEO of the company.

Loriet is based in New York City and sells high quality athletic clothing born of contemporary styles, innovative cuts and fabrics. Loriet clothing and accessories are currently available in select stores and online. Visit their website: [www.loriet-tennis.com](http://www.loriet-tennis.com) to find out more or to inquire about packages, deals and incentive programs.

| LORIET LLC 330 East 46<sup>th</sup> Street, New York, NY 10017. [www.loriet-tennis.com](http://www.loriet-tennis.com) |