



CHANGE YOUR SHIRT.
Kerusso[®]
CHANGE THE WORLD!

MEDIA KIT 2009

238 SPUR 62 PO BOX 32 BERRYVILLE, AR 72616
1-800-424-0943 FAX 1-870-423-3568 EMAIL: KERUSSO@KERUSSO.COM



History of Kerusso

Vic Kennett founded Kerusso in 1987 when he was just 23 years old. Starting with a family loan of \$1,000 and only three designs, the Kennett home soon became a factory, printing T-shirts using a four-color tabletop press and a homemade dryer set up in a spare room. In 1998 Kerusso began introducing other products such as jewelry, gifts and accessories.



Today the Kerusso campus occupies 10 acres and is home to over 65,000 square feet of manufacturing, shipping and office space. With more than 1.6 million total finished garments and more than 2 million total impressions in 2007, Kerusso's 33% growth rate also put them in the top ten fastest-growing companies on *Impression Magazine's* prestigious, annual top-50 list. Its products have received awards for artistic and technical merit; garnering attention from Inc. 5000. Sometime in 2008 Kerusso will ship its 10 millionth shirt.

Kerusso is one of the top employers in Berryville, Arkansas, providing jobs to more than 120 people. Kerusso has also donated millions of dollars and tens of thousands of T-shirts to churches, boys & girl's ranches, women's shelters, disaster groups, and other charities worldwide.

Kennett believes T-shirts, the standard uniform for three-to-30-year-olds, are a great way to communicate the message of the gospel. Styles, design trends and color palettes change more quickly than ever, but using T-shirts as a clever way to share one's faith does not change... the message is number one. According to *Impressions* magazine, a graphic T-shirt will be read as many as 3,000 times in its existence. "Even if every one of our shirts were seen and read by only 100 people each," Vic says, "then we've helped to preach the gospel nearly a billion times."

Kennett lives in Berryville, Arkansas with his wife Melody, and their children Nikolas, Cassidy and Kyle.

For more on Kerusso's history and current events visit our website at www.kerusso.com

What Others Say About Kerusso

In a recent blind-survey conducted by Jim Seybert (The Jim Seybert Company – www.jimseybert.com) retailers shared their opinion on Christian apparel companies. Below were the results of that survey.

Kerusso #1 in sell-through: Retailers were asked to rank their top three sell-through suppliers and Kerusso ranked #1.

Kerusso #1 in messaging: Retailers showed they placed the highest value on the “message” carried by a piece of clothing in helping them making buying decisions. Retailers ranked Kerusso #1 when it comes to the message presented on the clothing.

Kerusso #1 for price and promotion: When asked what Christian apparel company offered the best pricing and promotion, Kerusso was chosen #1.

Kerusso #1 in customer service: Retailers ranked Kerusso as having the best customer service out of any other Christian apparel company.

Kerusso #1 sales reps: Kerusso scored higher than any other Christian apparel company on retailer satisfaction with sales representatives.

When stores were asked why their apparel sales have increased over the last 12 months, this group overwhelmingly pointed to better displays and specifically to **The Light House Apparel Center** from Kerusso.

Quotes from Kerusso customers & wearers

“Numbers don’t lie: Sales went up 519%” – Essie Smith & Evelyn Roper, Gospel Book Store

“My T-shirt sales have doubled in one month and I owe it all to Kerusso.” – Dave, Living Water

“There’s no comparison in the market to Kerusso. Kerusso T-shirts sell 10 to 1 over any competitor out there!” – Steve Harrod, Corinth Christian Bookstore

“I have sold just over 600 T-shirts in 7 weeks!” – Alison Hintze, Iowa 80 Truckstop

“We’ve sold on average 357 T-shirts a month – 10 months running!” – Christian Butler, BUC-EE’s

“People comment on the Kerusso T-shirts I wear – we can change the world by changing the way we dress!” – David Saylor, Kerusso Wearer - Raleigh, NC

“I can wear your designs and speak a message of hope to most of my school. Your products make them think for sure!” – Dirk-Thomas Okkem, Kerusso Wearer

“I love to wear your T-shirts and spread the Word!” - Brenda Wolfe, Kerusso Wearer - Sheridan, IL

Awards and Headlines

- 2009 – Kerusso Makes Inc. 5000 List for Third Straight Year
- 2008 – *Fireproof* Chooses Kerusso as Official Apparel Partner
- 2008 – Kerusso Sells 10 Millionth Christian T-shirt
- Top 24 on the 2008 Top-Volume Decorators List by *Impressions* magazine
- 2008 – First apparel company to engage retailers with Above The Treeline’s powerful new software
- 2008 – First place *Retailer Choice Award* in Accessories/Apparel category for Just That Easy T-shirt
- 2008 – First place *Retailer Choice Award* in General Gift Product category for “Pick Jesus” Guitar Picks
- 2007 – Featured in Inc. 5000 as one of America’s fastest growing privately held companies
- Three-time best booth design award – *CBA Impact Award*
- Unique Campaign to Help Compassion International Raise Funds – *Crosswalk.com & Americandaily.com – February 2005*
- Wearing Their Beliefs on Their Chests – *New York Times April 2005*
- Pop Culture Gets Religion – *Wall Street Journal May 2004*
- Jesus Chic is Latest Fashion Trend – *Fox News May 2004*
- What a Trend We Have in Jesus – *The Detroit News March 2004*

Endorsements

- Jim McBride of Sherwood Pictures says, “**Kerusso** is everything we wanted in an apparel partner: a market leader and the best at what they do.”
- “When we wanted to expand our collection and offer Women of Faith merchandise to more women through Christian retail stores, we went to Kerusso – the leader in branded apparel.” – *Mary Graham, President, Women of Faith*
- “Kerusso is an American success story where people are proud to work.” – *Mike Ellis, Chairman of Berryville Chamber of Commerce*

Christian Product Market Perspective

- Christian/Inspirational products generate over \$4.5 billion annually
- 94% of Americans say they believe in God
- 85% of Americans identify themselves as Christians
- 50% of Americans use inspirational products
- 33% of Americans purchase inspirational products



Press Release

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION &
INTERVIEWS, CONTACT:

Judy Hannestad: 701-484-5028
judyhannestad20@aol.com



Kerusso Unveils Important Research on Faith-Sharing Success of Christian-Message T-Shirts

*People are coming to Christ through T-shirts – Change Your Shirt! Change the World™
Campaign Resonates with Christians*

BERRYVILLE, Ark. (March 6, 2009) Vic Kennett, President and Chief Executive Officer of Kerusso, the premier producer of Christian-themed clothing in the U.S., announced findings from the *2009 Christian Apparel Faith & Motivational Research Report* revealing why many Christians wear faith-based T-shirts. The research showed that 98 percent of survey respondents declared that they desired the message on their Christian T-shirts to be noticed by unbelievers, and that 56.8 percent of Christians wearing faith-apparel actually had an unbeliever ask about the message on their garment.

One piece of data showed 7.4 percent of unbelievers made a decision to accept Jesus Christ as their savior *immediately* from the faith-apparel discussion with a Christian T-shirt wearer. Among other interesting findings, 44.4 percent reported that while wearing a Christian T-shirt they shared Christ with unbelievers and asked them if they wanted to commit their lives to Christ.

“The *2009 Christian Apparel Faith & Motivational Research Report* shows what we’ve thought for more than two decades: Christian T-shirts help people **Do** the ‘Great Commission’ in their community, said Kennett. “Anyone can be an evangelist, as they allow God to speak through him or her, prompted by the message on a Christian T-shirt. *Impressions* magazine said the average T-shirt may be read as many as 3,000 times before it’s thrown away.”

“As a result of this significant study, Kerusso is launching the **Change Your Shirt! Change the World™** campaign to encourage Christians to put on a Christian-message T-shirt and share their faith,” said Kennett.

“We challenge youth groups, college groups and work groups across America to find a Kerusso T-shirt, put it on, go about their daily routine, and watch for people reading their shirt,” he said. “When they do, strike up a conversation, and share Jesus.” As a way of encouraging other believers and tracking the impact of wearing Kerusso T-shirts wearers are being encouraged to visit Kerusso’s website and upload their videos, photos and stories.

One survey respondent reported, "I wear many Christian shirts to make people think. Even if they don't ask (about the message) I know it brings Jesus to their attention." Another said, "I like wearing Christian T-shirts, because it provides so many opportunities (to share faith) and helps those around me in so many ways."

Kennett stated that a shop owner in Colorado recently reported two ladies looking at Kerusso Christian apparel in their store. The store-owner continued to build a relationship with the ladies as they regularly visited the store and after a few weeks one of the ladies made a decision to accept Christ.

The national research was conducted in January 2009. Of the 395 individuals in the convenience sampling, results showed: 25.7 percent of the respondents were under 30 years old, 26.4 percent were 31 to 40, and 47.9 percent were 41 or older. Gender response included 57.4 percent females, and 42.6 percent males.

Kerusso apparel, jewelry, gifts and accessories are available in thousands of retailer stores nationwide. Lighthouse Apparel Centers, Kerusso's apparel display system, will surpass 2,000 sometime next month.

* * *

For more details about the "Change Your Shirt, Change the World™" campaign, to receive a free copy of *The 2009 Christian Apparel Faith & Motivational Research Report* or to arrange an interview with Vic Kennett, contact **Judy Hannestad: 701-484-5028; judyhannestad20@aol.com**





FOR IMMEDIATE RELEASE

FOR

MORE INFORMATION CONTACT:

**Tom Beard – Director of Public
Relations**

719.388.1603 or Tom@Zeal.com

Kerusso Apparel Makes Inc. 5000 List for Second Straight Year



Berryville, AR (November 10, 2008) – Kerusso Apparel is proud to announce its inclusion in the annual ranking of the 5000 fastest-growing private companies in the country by Inc.com, the online arm of *Inc.* magazine. The list is the most comprehensive look at the most important segment of the economy – America's independent-minded entrepreneurs.

Hundreds of sales group representatives are carrying Kerusso's innovative and unique products worldwide. The company is also #24 on the Top Volume Screen Printer list established by *Impressions* magazine.

“We were so excited to be included in this prestigious list last year,” says **Kerusso** president **Vic Kennett**. “To appear again, and at a higher listing, speaks to the incredible efforts of the hard-working men and women in our company. They’ve really excelled in a unique way... and I’m so thankful to be a part of this wonderful team accomplishment.”

The 2008 Inc. 5000 list measures revenue growth from 2004 through 2007. To qualify, companies must be U.S.-based and privately held, independent – not subsidiaries or divisions of other companies – as of December 31, 2007, and have had at least \$200,000 in revenue in 2004, and \$2 million in 2007.

“Our second annual Inc. 5000 continues the most ambitious project in business journalism,” said Inc. 5000 Project Manager Jim Melloan. “The Inc. 5000 gives an unrivalled portrait of young, underreported companies across all industries doing fascinating things with cutting-edge business models, as well as older companies that are still showing impressive growth.”

Kerusso t-shirts are available at Christian product retailers nationwide. Find out more about their wide range of styles and designs and see **Kerusso's** brand-new website at www.Kerusso.com

CEO/President **Vic Kennett** founded **Kerusso** in 1987. For over two decades Vic has led Kerusso to become the premier producer of Christian apparel. His passion to share the gospel of Jesus through innovative apparel, jewelry, gifts and accessories continues to propel him. Vic

(MORE)

Kerusso – Inc. 5000
Page 2

not only has a global vision, as evidenced by his charitable work with Compassion International and others, but puts work to his faith in his hometown of Berryville, Arkansas, where Kerusso employs more than 100 people and is a major contributor to the local economy. Vic is husband to Melody for more than 20 years and dad to two sons and a daughter.

Inc.com, the daily resource for entrepreneurs, delivers how-to guides, advice, tools, breaking news, and rich multi-media to help business owners and CEOs start, run, and grow their businesses. Inc.com offers dynamic marketing solutions to help advertisers effectively reach Inc.com's audience of business leaders. Visit www.inc.com.

**FOR MORE INFO, OR TO BOOK AN INTERVIEW WITH CEO/PRESIDENT VIC
KENNETT, CONTACT:**

Tom Beard – Director of Public Relations – 719.388.1603 or Tom@Zeal.com





FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Tom Beard – Director of Public Relations

719.388.1603 or Tom@Zeal.com

Kerusso Chosen as Official Apparel Partner For New Sherwood Film “Fireproof”



Berryville, AR—Vic Kennett, CEO/President of **Kerusso**, the premier producer of Christian-themed apparel in the U.S., has announced the selection of Kerusso as the official apparel partner for ***Fireproof***, the third feature film from Sherwood Pictures (the creators of *Facing the Giants*).

An action-packed love story that opens on more than screens nationwide on September 26, ***Fireproof*** (www.fireproofthemovie.com) will have audiences laughing, crying, and inching toward the edge of their seats as they are drawn into the world of a firefighter, his wife... and a marriage worth rescuing.

“We are so excited to be a part of this wonderful film,” says **Kerusso** CEO/President **Vic Kennett**. “Our two different t-shirt and cap designs will not

only promote the movie, but also the incredible message behind it as well: “Never Leave Your Partner.” That encouragement is more timely now than ever, and we can’t wait to help people proclaim it through what they wear.”

Jim McBride of Sherwood Pictures says, “**Kerusso** is everything we wanted in an apparel partner: a market leader, and the very best at what they do...”

Fireproof t-shirts and caps are available at retailers nationwide. Find out more about **Fireproof** apparel and see **Kerusso’s** brand-new website at www.Kerusso.com.

(MORE)

CEO/President **Vic Kennett** founded Kerusso in 1987. For over two decades Vic has engineered Kerusso to become the premier producer of Christian apparel. His passion to share the gospel of Jesus through innovative apparel, jewelry, gifts and accessories continues to propel him. Vic not only has a global vision, as evidenced by his charitable work with Compassion International, but puts work to his faith in his hometown of Berryville, Arkansas, where Kerusso employs more than 120 people and is a major contributor to the local economy. Vic is husband to Melody for more than 20 years and dad to two sons and a daughter.

At work, inside burning buildings, Capt. Caleb Holt lives by the old firefighter's adage: "Never leave your partner behind." At home, in the cooling embers of his marriage, he lives by his own rules. Is it too late to fireproof his marriage? His job is to rescue others. Now Caleb Holt is about to face his toughest job ever ... rescuing his wife's heart. **FIREPROOF** opens in theaters nationwide on September 26, 2008.

FOR MORE INFO, OR TO BOOK AN INTERVIEW WITH CEO/PRESIDENT VIC KENNETT, CONTACT:

Tom Beard – Director of Public Relations – 719.388.1603 or Tom@Zeal.com

