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New Exec VP/COO at Kerusso to Oversee Business Development and Global Expansion

Berryville, AR (January 26, 2009) – **Kerusso** announced the promotion of Terrell L. Bowen to the position of Executive Vice President & Chief Operating Officer. Bowen, a CPA, joined the Kerusso team one year ago and previously served Kerusso as its Chief Financial Officer.

Prior to joining Kerusso, Bowen served as the Co-Founder and President of the Consumer Products Unit and Corporate Vice President of Leggett & Platt, Inc., a Fortune 500 company (NYSE: LEG) that primarily serves home furnishings and diversified markets globally.

In his new role as COO, Bowen will oversee the Accounting, Corporate Administration, Credit, Finance, Human Resources, Information Systems, Procurement, Manufacturing and Distribution activities of the company.

“No, I’m not taking my gold watch just yet,” laughs **Kerusso** President **Vic Kennett**. “The addition of Terry to our executive team will vastly improve our day-to-day business activities and allow me to focus full-time on the creative, customer and product development activities of Kerusso, which have always fired me up. Terry’s diverse executive experience will definitely improve the way Kerusso serves our customers around the globe!”

During his 24 years at Leggett & Platt, Inc., Terry stood out as an agile, but principals based, thinker who was unafraid to tackle the most difficult assignments. Much of his early career was focused on business turnarounds. Most recently, Terry spent two years as COO and CFO of Noble Communications, in Springfield, MO, which was the 11th largest privately held brand marketing and advertising agency in the United States.

“While I am appreciative for the opportunities I’ve had to work in larger businesses, I’m most excited about Kerusso’s mission,” Bowen says. “Kerusso is perfectly positioned to continue its recent record of growth. I look forward to seeing the company move forward with the many strategic initiatives we are currently working on. Our future appears to be very bright.”

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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** extensive 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 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.

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