



PRESS RELEASE

FOR INTERVIEWS WITH KERUSSO CEO/PRESIDENT

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Kerusso Extends “FIREPROOF” Apparel Line With *The Love Dare* T-Shirt and Cap

Berryville, AR (January 29, 2009) — [Vic Kennett](#), CEO/President of Kerusso Apparel, the premier producer of Christian-themed clothing in the U.S., announced that FIREPROOF’s movie DVD released January 27 has a new Kerusso FIREPROOF t-shirt and cap titled “The Love Dare” as its companion licensed clothing. [Kerusso](#) is the official apparel partner for FIREPROOF, the third feature film from Sherwood Pictures (the creators of the movie “Facing the Giants”). The release of all licensed products (the DVD, t-shirts and caps and “The Love Dare” book) trumpets this number one independent film of 2008.

Kennett said, “The FIREPROOF apparel including the “[Never Leave Your Partner](#)” shirt and cap, and the “[With All My Heart](#)” shirt was in such demand prior to and during the theatrical release that Kerusso has responded with a new “[Love Dare](#)” shirt and cap to compliment the DVD release and *The Love Dare* book.

[FIREPROOF](#), an action-packed love story released in theaters this past September, had audiences laughing, crying, and inching toward the edge of their seats as they were drawn into the world of a firefighter’s life and marriage worth rescuing. In so doing, the movie has motivated audiences to evaluate their marriages and do something about them.

“We are so excited to be a part of this wonderful film,” says Kerusso CEO/President Vic Kennett. “Our new t-shirt and cap designs not only promote the movie, but also the incredible message behind it -- “Never Leave Your Partner” and the marriage challenge of “The Love Dare.” That encouragement is more timely now than ever, and we can’t wait to continue to help people proclaim it through what they wear.”

Jim McBride of Sherwood Pictures says, “We are excited about the FIREPROOF video releasing to fans who saw the picture in the theaters and now to a whole new DVD audience. Kerusso is everything we wanted in an apparel partner - a market leader, and the very best at what they do.”

The powerful storyline of the movie shows that 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 though. Is it too late to “fireproof” his marriage? His job is to rescue others; now Caleb is about to face his toughest job ever - rescuing his wife’s heart.

FIREPROOF videos, t-shirts and caps, and [The Love Dare](#) book are at retailers nationwide.

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Interview Talking Points for Energetic and Compassionate Vic Kennett: Kerusso’s FIREPROOF t-shirt “story.” The founding of Kerusso. Evangelism through t-shirts – real life stories. Kerusso’s global impact. Kerusso’s disaster relief t-shirt “gift” stories. Kerusso’s influence upon its over 100 employees and local economy.