

PRESS RELEASE

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Contact: Jason Anzalone
Kerusso
P.O. Box 32
Berryville, AR 72616
800-424-0943



40 Under 40: Rusty Dycus VP/Sales at Kerusso

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Rusty Dycus, age 34
Kerusso Vice President of Sales

Business Background

As a buyer for a local T-shirt retail store, Rusty Dycus purchased Kerusso T-shirts for four years before joining the U.S. Navy. He began working for Kerusso's retail outlet store in 1995 as Retail Store Manager. By 1997 he moved to the Kerusso headquarters to start the customer service team. Three years later, he moved to Dallas and managed several sales forces, and also got involved in Web advertising sales. Dycus returned to Kerusso to serve as Sales Manager from 2002 to 2004 and became Director of Sales in 2005. He was promoted to Kerusso's Vice President of Sales this year.

“Kerusso has increased its business by 40% from 2006 to 2007,” said Dycus. In 2007, Kerusso was named to the *Inc. 5000* list of fastest growing private companies in America and #35 Top Volume Screen Printer for the second year in a row by Impressions magazine, a leading industry magazine. Dycus foresees that “2008 should be another record year with double digit growth.”

Current Projects

Dycus said his current projects include launching Kerusso's new Enterprise Resource Planning (ERP) system, Channel Management and forecasting company needs into the next one-to-five years. He commented, “Kerusso to me is more than a job. It's a way to fulfill the great commission, minister to other people, learn from others, teach others, and get paid to do it!”

Interests

Rusty's main interest outside of work? Enjoying his family- wife Kristy and daughters, Makaila and Hannah,

About Kerusso: Founded by President Vic Kennett in 1987, Kerusso occupies 65,000 square feet of office, design, and manufacturing facilities in Northwest Arkansas. The company is the world's leading designer and producer of Christian-themed apparel and continues to grow and expand their product offerings that include jewelry, gifts and accessories. More information is available at Kerusso's website, www.kerusso.com, or by calling 1-800-424-0943.