

Client contact: Jeff Jacobs – (415) 623-8081; jeffjacobs@gmail.com

Agency contact: Holly Padove/Emily Frydendal – (805) 773-1000 holly@thepressroom.com

FOR IMMEDIATE RELEASE

Indigenous Designs Gifts Green Steps™ to Outdoor Industry Association Eco Working Group

*Eco Working Group to lead the industry's future efforts
to expand environmental sustainability*

SANTA ROSA, CA (September 10, 2007) – Green Steps™ founder and Indigenous Designs CEO Scott Leonard announced the intent to gift the Green Steps brand and trademarks to the newly formed Outdoor Industry Association Eco Working Group, for oversight and use in the outdoor industry.

"It is the Eco Working Group who will lead the industry's future efforts to expand environmental sustainability, so it makes good sense for this group to oversee the integrity of the Green Steps brand in the outdoor industry," remarked Leonard. "It was paramount from the beginning that Green Steps proceeds be utilized for the greening of the Outdoor Retailer tradeshow. With the growing success of the Green Steps program, there are now new funds and resources available to take the greening of the show and industry to the next level."

Under the agreement, Indigenous Designs will reserve the right to use and govern the name/brand Green Steps outside of outdoor industry events, and the Outdoor Retailer show

and will serve on the Eco Working sub committee that makes the decisions in regards to Green Steps brand quality control and oversight. The Green Steps name can only be licensed and used for non-profit endeavors by the Eco Working Group which benefit "Sustainability". Any proceeds from Green Steps activity are to be spent on specifically greening the industry and the work of the Eco Working Group.

"Environmental sustainability in the outdoor industry is here to stay as evident by the recent formation of the Eco Working Group within Outdoor Industry Association and the industry's growing awareness of why it is important to widely adopt sustainable business practices", commented Frank Hugelmeyer, president of OIA. "By adding the Green Step trademark, concept, and management responsibility to the Eco Working Group's charter, we will be able to more effectively evolve the program and work with Outdoor Retailer to continue to green the tradeshow through expanded programs."

"Since the Green Steps concept, idea, and trademarked name were brought to this industry by Indigenous Designs, our name is attached to its legacy and environmental record. It is in regards to that legacy and vision that we are now honorably passing the torch to those in the outdoor industry who we think can further regulate, govern, and safeguard the integrity of the Green Steps trade mark within the Outdoor Industry," remarked Scott Leonard, CEO of Indigenous Designs. "Indigenous Designs looks forward to working with our friends and colleagues in the OIA Eco Working Group and Outdoor Retailer to continue to expand Green Steps and ensure the outdoor industry is making a positive impact at our trade shows and on our planet."

Indigenous has provided organic and fair trade quality apparel since 1994 and is a pioneer in the eco sensitive & socially conscious apparel segment. The company is located in Santa Rosa, CA; Phone: (707) 571-7811. For more information, please visit Indigenous Designs www.indigenousdesigns.com. For samples, images or more information, editorial media may contact On the Horizon Communications at (805) 773-1000 or at holly@thepressroom.com.