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FANS WILL PINE OVER CRAZY SHIRTS NEWEST SPECIALTY DYE

HONOLULU (DRAFT) – Crazy Shirts’ fans are sure to “pine over” the newest addition to its specialty dyed line. The Hawaii-based apparel company has introduced the bright and bold Pineapple Dye using 100 percent pineapple juice! Customers can get their pick of the crop at Crazy Shirts Hawaii retail locations and online at CrazyShirts.com.

“Pineapples have a long and storied history in Hawaii, and they’re seen as a symbol of Hawaii, so it’s natural for Crazy Shirts to select it for our latest specialty dye,” said Mark Hollander, CEO and President of Crazy Shirts. “Visitors to Hawaii often take Crazy Shirts and pineapples home souvenirs from their vacation – now they can get two gifts in one! The color is reminiscent of the sweet fruit and will be sure to evoke memories of the islands.”

The pineapple specialty dyed line includes available in men’s, women’s and kids shirts, as well as men’s twill shorts and retail from \$33 to \$48. Pineapple is the latest addition to Crazy Shirts popular line of specialty dyes. Other dyes include: volcanic ash, Kona coffee, Blue Curacao, beer, hemp, chile, chocolate, Key limes, wine, money, sunflower, lavender, hibiscus and ti leaf.

About Crazy Shirts

Founded in 1964, Crazy Shirts is among the first companies in Hawaii to design, manufacture and sell the “T-shirt” as we know it today. Housing the largest printing facility in Hawaii, on the Island of Oahu, and employing over 300 employees, the company operates retail stores on all major Hawaiian Islands, as well as stores in California,

Colorado, Nevada, and Florida. For more information about Crazy Shirts, call 800-771-2720 or visit www.crazyshirts.com.

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Editor's Note: Additional high-resolution images of designs are available. Please contact Jocelyn Collado of Becker Communications, Inc. at (808) 533-4165 if you are interested in receiving.