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Tony Lama Boot Company Launches Americana Collection

FORT WORTH, Texas (April 28, 2010) - Tony Lama Boot Company celebrates its American roots, announcing the latest in Western footwear: the **Americana Collection**. Once again, Tony Lama delivers with this stylish line of quality boots all handcrafted in the U.S.A.

The Americana Collection will be available in stores beginning in June, and will retail from 159.50 to \$169.50. Bold colors and traditional styles make the Americana Collection a must for summer wardrobes for both men and women. Genuine leathers, comfort insoles and leather outsoles are sure to satisfy the modern day cowboy's need for function and quality.

"Tony Lama's Americana Collection gives consumers options that guarantee performance, comfort and style at an affordable price point," said Tony Lama Brand Manager Mike Fuller. "We are proud to say that the entire collection is handcrafted in the U.S.A. with the care and attention to detail that you have come to expect from Tony Lama."

The Americana Collection will be marketed through print advertisements, social media promotions, and in-store displays. Retailers will also be given additional opportunities to market the collection with a CO-OP supported t-shirt gift-with-purchase program. For more information about the collection, visit www.tonylama.com, www.facebook.com/tonylama or www.twitter.com/tony_lama.

Justin Brands, Inc., a recognized leader in Western footwear, is a Berkshire-Hathaway corporation (NYSE: BRKa) and its divisions include Justin Boot Company, Tony Lama Boot Company, Nocona Boot Company, Chippewa Shoe Company and Justin Original Workboots.

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