

TIE T-SHIRT MEDIA ALERT

Who: Formalitees, an apparel company started by Bjorn Borstelmann and Kelley Sharp of Teton Valley, Idaho; two twenty-somethings who're sick of business as usual.

What: The "Tie Tee," a 100% organic T-shirt with a tie permanently attached to the neck, available exclusively online for \$49 through www.formalitees.com in both men and women's cuts in six bright color contrasts.

Why: Most people don't like wearing suits, and these entrepreneurs have created a serious alternative by combining the necktie with the comfort of an organic cotton T-shirt. The Tie Tee is a new symbol to represent a new standard of professionalism—one that is both socially and environmentally responsible.

Bjorn and Kelley are available for interviews. Visit www.formalitees.com for more information, or contact Bjorn by emailing press@formalitees.com or calling 307-201-6686.