

RUFSKIN

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FOR IMMEDIATE RELEASE:

RUFSKIN Wins Reader's Choice Campaign of the Year in Gay.net 2011 Golden Iris Awards

San Diego, CA – December 19, 2011 – We are proud to announce that RUFSKIN has been selected as a 2011 Golden Iris Award Reader's Choice Winner for Campaign of the Year.

In an article about the award on Gay.net, Michael Matson said, "The men's clothing line consistently delivers solid and sober advertising, but this year injected a fizzy eroticism into its swimwear ads while retaining the earthy appeal that anchors its brand identity. The campaign images were Oz to the previous' Kansas (and to Kenneth Cole's as well). Factor in the effortless sensuality of models Pablo Moraes and the late Murilo Rezende and you have the final ingredients for Rufskin's best campaign ever."

The full article can be viewed here: <http://tinyurl.com/RUFSKIN-GI2011>

Thank you to all who voted and we look forward to turning heads with our next campaigns in 2012.

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