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TMC EXPANDS CAPABILITIES WITH THE INTRODUCTION OF APPAREL BUSINESS

MEDIA RELEASE

Monday 26th April 2010

The Merino Company (TMC) is excited to announce its new business unit TMC Apparel.

Based in Christchurch, New Zealand TMC Apparel will be focusing on providing natural fibre, merino garment solutions to leading apparel retailers in Australasia.

TMC's already strong and well established global network and supply chain capabilities will now be enhanced with the introduction of TMC Apparel's garment solutions.

TMC Apparel forms an integral part of the TMC group by completing the supply chain from Source to Shop (S2S). Its garment specialists have a wealth of market experience offering product innovation, quality and expertise in design, style and technology.

Geoff Young: General Manager

Geoff Young brings considerable expertise to the role of General Manager, with over 20 years experience in the apparel industry.

Geoff has worked for global sportswear companies such as Reebok, Asics, adidas and Dunlop. He has widespread experience in the Australasian and U.K markets in manufacturing, sales and marketing, and product design and development, in particular producing merino based garments.

Geoff has a strong retail background having managed a nationwide retail chain and dealt extensively with a large number of Australasian retailers through his involvement with Lane Walker Rudkin (LWR).

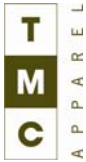
Geoff Walls: Business Manager

Geoff Walls has been involved the apparel business for all of his working life. Through various roles within the LWR group in both Auckland and Christchurch he has gained incomparable knowledge and expertise. Geoff also franchised and managed a Canterbury Of New Zealand retail store in central Auckland for 10 years. Both his experience with LWR and Canterbury of New Zealand have enabled him to gain an important insight with both the wholesale and retail markets.

Geoff is looking forward to taking on the challenges presented by TMC Apparel and working with one of the world's most exciting products, namely merino.

Susan Robinson: Apparel Merchandiser

Susan has an extensive commercial background in the design and development of apparel ranges, most recently as Senior Designer for Kathmandu Limited.



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Soon after graduating from London's prestigious design school Central St. Martins, Susan returned to New Zealand. Since then she has had continuous involvement in the development of apparel destined for the Australasian, North American and UK markets. In 1994 she received a New Zealand Trade & Enterprise commendation to recognize her work on export ranges to Japan.

With a passion for merino, and five years experience of designing merino ranges, Susan is looking forward to the opportunity to work as part of a customer-focused team, providing strong product solutions to new and existing clients.

For more information contact:

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