



reco® jeans SUPPORTS CHILDREN WITH RARE DISEASES

Company Partners with the Global Genes Project to Create Unique Blue Jeans Ribbon from Recycled Denim Material for Spring/Summer 2010

NEW YORK - February 23, 2010 - reco® jeans (www.recojeans.com), the leading manufacturer of true recycled denim jeans, today announced the company will create a special denim ribbon in support of the Global Genes Project (www.globalgenesproject.org), an initiative designed to raise awareness about the prevalence of rare diseases that afflict millions of children worldwide.

Using the official Global Genes Project blue jeans ribbon as inspiration, reco® jeans fashion designers will create a blue jeans ribbon from the company's recycled denim material. reco® jeans recycled denim jeans ribbon will be launched at the company's upcoming 2010 spring/summer project. All proceeds from the recycled denim jeans ribbon will go to support children suffering from chronic and life threatening rare illnesses.

"When we first heard about the Global Genes Project and the idea behind a denim jeans ribbon to represent millions of children afflicted by rare diseases, the story touched our hearts," said Tom Cards, CEO, reco® jeans. "It's astounding how many children are affected by rare diseases and how little the general public knows of this community. We are proud to be part of this global awareness initiative and we hope others will join us in giving back to kids and families facing rare diseases."

reco® jeans eco-friendly recycled denim fabric has been approved and certified by the Hong Kong Green Council and is pending certification from a number of US organizations. The company's fabric is comprised of mixed materials collected from scraps of cut and sew pieces that normally would end up in landfills. reco® jeans takes the idea behind green clothing to a new level and the company's fabric is currently being studied by a prestigious University as an option to eliminate waste within the garment industry.

"reco® jeans has always been an innovative company with the goal of creating a healthier planet," said Nicole Boice, founder, Global Genes Project. "We are thrilled reco® jeans is joining forces with us to help find treatments and cures for rare diseases and we look forward to seeing the unique twist they will add to the blue ribbon using their recycled denim material."

To further raise funds and awareness in the fight against rare diseases, reco® jeans is organizing a charity event to support the Global Genes Project. Company employees will also be wearing and distributing handmade denim jeans ribbons to the public leading up to World Rare Disease Day on February 28, 2010. World Rare Disease Day is an event designed to call attention to the global public health issues associated with the 7000 rare diseases affecting nearly 30 million Americans and countless others worldwide.

For those interested in attending or participating in the reco® jeans charity event, please visit www.recojeans.com. For more information about reco® jeans or its efforts to support children with rare diseases, please contact natalie@recojeans.com.

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