



UJeans is Stepping Into the POOL

UJeans is exhibiting at S(eco)nd within POOL, the fashion buyer's Tradeshow from August 27 to 29. S(eco)nd provides a platform for companies to raise awareness of how much we can affect our environments and to offer choices that make a difference.

Toronto, Canada, July 30, 2007 --(PR.com)-- This August over 20,000 attendees and 500 exhibitors will gather in Las Vegas for one of North America's largest fashion events. And this year UJeans will be swimming right in the middle of it all. The POOL Tradeshow attracts boutique and specialty retail buyers from around the world. New at The POOL this year is S(eco)nd, which highlights fashion companies making responsible environmental and social manufacturing choices.

"We are very excited to exhibit at this major event and are proud that The POOL has recognized UJeans by placing us in the S(eco)nd area of the show" said Daniel Feuer, UJeans President.

"Buyers at POOL will have an opportunity to see UJeans and find out why customers are so excited about having the perfect pair of jeans", explained Feuer, "Our custom-fit jeans are made from denims sourced from sustainable growth cotton, tinted with 'green' processes and shipped in reusable shopping bags made from reclaimed materials. We're working hard to distinguish ourselves as a premium environmental fashion brand."

Customers are in control of fashion with UJeans. Never again will people have to be told what is fashionable or be forced to wear jeans that barely fit. Using eleven customer body measurements, UJeans are guaranteed to fit and are designed by the customer.

About POOL and S(eco)nd

POOL showcases the best emerging clothing designers and includes a variety of lifestyle products - from art, to music, to home. Brands & products that show at S(eco)nd fit into the direction of the marketplace and POOL, where key retailers connect with innovative apparel and lifestyle designers. S(eco)nd provides a platform for companies to raise awareness and encourage retailers to take even a second to acknowledge how much we can affect our environments, and to offer choices that make a difference.

About UJeans

UJeans sells made-to-measure jeans that are designed by the customer for the customer. Using environmentally and socially responsible choices, UJeans is creating a better choice for the planet and consumers. For more information visit www.ujeans.com or stop by POOL booth number A219. Style: mine Size: perfect

For media inquiries, kindly contact Daniel Feuer at 1-800-203-1637 or via e-mail at daniel@ujeans.com.

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