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# Press Release

Diamond Cut Jeans announces their sponsorship of "Got 2 Love It" Bass Tournaments...

Nocona, TX, April 20, 2007

Diamond Cut Jeans (DCJ) announces their sponsorship of "Got 2 Love It" Bass Tournaments.

Lynne McGrew, CEO of Diamond Cut Jeans, says GOT 2 LOVE IT BASS TOURNAMENTS, Inc., one of the Largest Bass Tournament organizations in the state of Indiana, doing over 30 events a season. They host events along Patoka & Rocky Point on the Ohio River, as well as events in Louisville, KY, Madison, IN, Coldwater MI, & Indianapolis, IN. "This relationship furthers our commitment to those who fish and love the great outdoors" says McGrew.



Bill Embry, President of GOT 2 LOVE IT BASS TOURNAMENTS started this business in 2003 and has built it to now one of the largest. Getting families & kids involved in their events has really made a big difference, along with the largest raffle for everyone in any tournament organization. They sponsor several tournaments: Hospice Tournament - June 3, 2007; Indiana Children's Wish Tournament: June 16, 2007 at Patoka - the last two years this charity tournament has raised a little over \$15,000 for the kids; Riley's Children Tournament - July 8, 2007; Big River's Customer Appreciation Tournament; Sunday, August 5, 2007 at Monroe; 9th Annual Northern Skeeter's Owners Tournament: October 14, 2007 at Patoka; and the

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Tournament of Champions, which will offer a free boat give-a-way. For more information regarding the tournaments visit their website: [g2loveitbasstour@aol.com](mailto:g2loveitbasstour@aol.com)

Diamond Cut Jeans are made from the highest quality American denim and are the most comfortable jeans you will ever wear. This exceptional comfort is made possible by the Diamond Cut Fit system, which refers to the special gusset or triangular piece of fabric sewn into the stride. This gusset makes for a roomier, more comfortable fit. Not only do Diamond Cut Jeans fit better, but also due to the quality of the denim and workmanship, they last longer than other jeans.

Diamond Cut Jeans specialize in jeans for the weekend outdoors enthusiast and provides comfort, style, and durability that are unmatched. Diamond Cut jeans offers jeans to fit men in Stonewash, Indigo Blue, and for fall, Black. The styles and colors can be viewed or purchased by visiting their website at [www.diamondcutjeans.com](http://www.diamondcutjeans.com) or by calling 877-33-JEANS.

Public relations contact is Lynne McGrew – Diamond Cut Jeans.