



## LYRIC JEANS, INC. (PINK SHEET: LYJN)

**Lyric Jean, Inc.** is a new music inspired product line involving lyrical content on jeans, denim wear and accessories. Each pair of jeans reflects the personality, style and flare of the artist and song through its design.

Recent Price: \$ .18

### Market Data

Market Capitalization (mln) \$10.8M

Float (mln) 4.5M

Outstanding Shares 60M

Exchange Pink Sheet

### Company Overview

*Lyric Jeans, Inc.* ([PINK SHEET: LYJN](#)) is a new music inspired product line involving lyrical content on jeans, denim wear and accessories. Each pair of jeans reflects the personality, style and flare of the artist and song through its design. The jeans are custom-crafted and made of super premium denim featuring beautiful calligraphy, hand-painted designs, fabric patchwork, stitching, and high-end hardware like crystals and pewter studs.

## COMPANY HIGHLIGHTS

- Lyric Jeans hosted a private party for the New York Dolls on Friday night, July 28th after a Tower Records appearance on the Sunset Strip to promote their long awaited new album "One Day It Will Please Us to Remember Even This." The band's hit songs "Personality Crisis" and "Looking For A Kiss" are part of Lyric's debut collection which includes jeans, belts, t-shirts and leather jackets.
- In preparation for the fall 2006 launch it has finalized the lease for its corporate offices and VIP showroom in West Hollywood, California. The space will be utilized as a creative workshop as well as an exclusive showroom for celebrities and stylists.
- Lyric Jeans recently announced the formation of its Latin division, which will be based in Miami, the heart of the Latin music industry. Lyric Latin will operate as a wholly owned subsidiary of Lyric Jeans, Inc. and expects to achieve licensing deals with all of the major Latin music publishers.

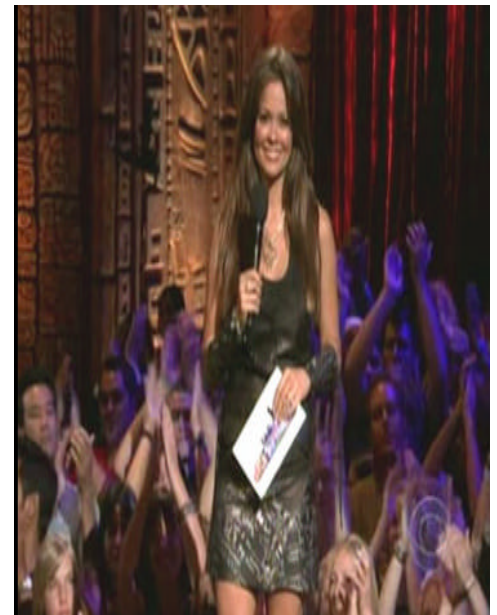
## CURRENT PROJECTS



### Look Who's Wearing Lyric Jeans

Grammy Award winning recording artist **Kelly Clarkson** wore a Lyric Culture "American Pie" T-shirt as she gave the command, "Gentleman, Start Your Engines", at the NASCAR Nextel Cup Series before a national TV audience on NBC over Labor Day Weekend.

TV show hostess **Brooke Burke** wore a Lyric Culture "Let It Be" leather outfit, on the August 23 episode of *Rockstar Supernova*, on CBS.



## COMPANY OVERVIEW

*Lyric Jeans, Inc.* ([PINK SHEET: LYJN](#))

Lyric Jeans is the innovator and manufacturer of premium denim wear characterized by a cutting-edge design strategy driven by music and song lyrics. Through the unique fusion of fashion and music, Lyric Jeans utilizes titles from all genres of music as inspiration for the brand, thereby appealing to a cross-section of various tastes and interests and enabling it to market its products on a worldwide platform.

Lyric Jeans' strength is in its relationships with the music industry and its ability to access the Hollywood community, tastemakers and trend-setters. Through innovative marketing, the company intends to associate celebrities with its brand. Already, Kelly Clarkson, Brooke Burke and members of the band New York Dolls have been seen wearing the Lyric brand. Additionally, Lyric Jeans has a licensing deal with Universal Music Publishing Group for the songs of legendary musicians/songwriters Ann and Nancy Wilson of Heart. The company plans to use songs like "Barracuda," "Crazy on You" and "Magic Man" as inspiration for several pieces in its denim collection.

Lyric Jeans recently announced the formation of its Latin division, which will be based in Miami, the heart of the Latin music industry. Lyric Latin will operate as a wholly owned subsidiary of Lyric Jeans, Inc. and expects to achieve licensing deals with all of the major Latin music publishers. Lyric has a deal with *peermusic*, the largest independent publisher of Latin music in the world operating 32 offices in 27 countries. With over a quarter of a million titles in its catalog, *peermusic* is a leader in the Latin music world, boasting more than 20 nominations for its songs at the Latin Grammy Awards.

### Leadership

Alan A Soven, CB, CEO

### Company

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## RECENT NEWS

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|-------------------|--|
| September 6, 2006 | <a href="#">Kelly Clarkson Wears Lyric Culture T-Shirt at NASCAR</a>                         |
| August 24, 2006   | <a href="#">Brooke Burke Wears Lyric Culture Outfit on CBS TV Show "RockStar: Supernova"</a> |
| August 22, 2006   | <a href="#">Lyric Jeans to Market Debut Collection Under "Lyric Culture" Brand Name</a>      |
| August 10, 2006   | <a href="#">Lyric Jeans and EMI Music Publishing Join Forces for Luxury Apparel Line</a>     |

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