



FOR IMMEDIATE RELEASE

July 13, 2007

Contact: Jon Empey
Telephone: 715.652.6887
Cell Phone: 715.305.2472
Email: jon@TheDesignMonkey.com

FOR THE SECOND TIME IN 2007, A LOCAL COMPANY'S WORK TO BE PUBLISHED IN AN INTERNATIONAL MAGAZINE.

Auburndale, WI July 13, 2007 – The Design Monkey, LLC, is proud to announce that for the second time in 2007 some of their work has been selected for an editor's choice award and will be published in the August edition of Stitches magazine.

Selected by the editor for its excellent design and technical complexities, this honor is given to only six applicants throughout the year and is highlighted with a story in the August edition. According to the editor, Nicole Rollender, the magazine has 21,250 subscribers and over 40,000 readers across the US and Canada, and is viewed as embroidery's voice and vision.

"To receive this distinction twice in one year is a great accomplishment." says Jon Empey, Top Banana, The Design Monkey, LLC. "This particular project was a great collaborative effort between the client, who's based in New York, and us. By communicating the project through email, phone and internet we were able to nail down exactly what they wanted and they knew how their uniforms would look before any were produced."

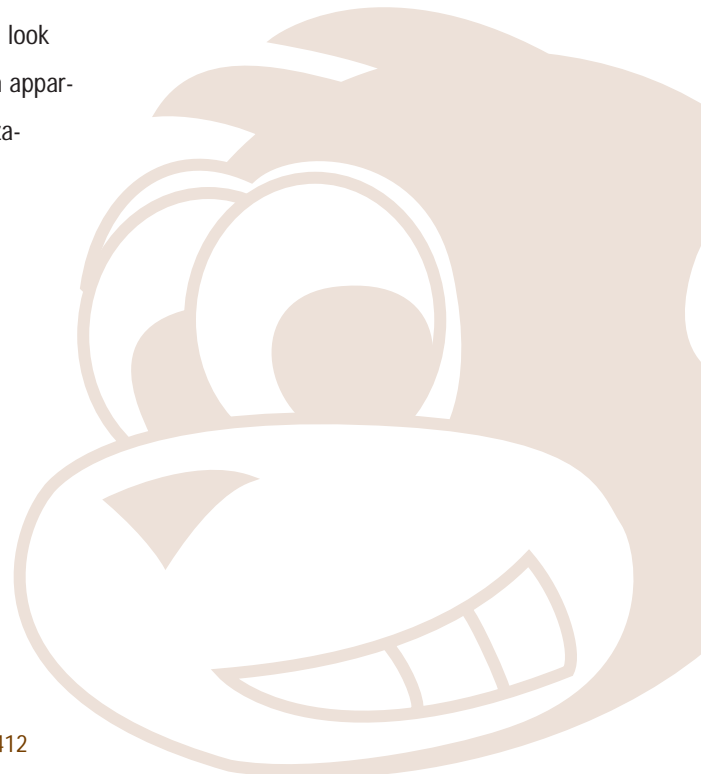
Based in Auburndale, Wisconsin, and founded with the mission to "make you look good," The Design Monkey is one of the area's leading marketing and custom apparel businesses since 2004. Providing award-winning design for various organizations around the country, The Design Monkey also offers Brochure and Ad Design, Web and Multimedia Design, Printing Services, Screen Printing, Embroidery and Promotional items.

###

If you would like more information about this topic, or to schedule an interview with Jon Empey, please call him at 715.652.6887 or email him at [<jon@TheDesignMonkey.com>](mailto:jon@TheDesignMonkey.com)



715.652.6887 jon@thedesignmonkey.com 11855 Brookside Rd, Auburndale, WI 54412



Photos submitted for publication

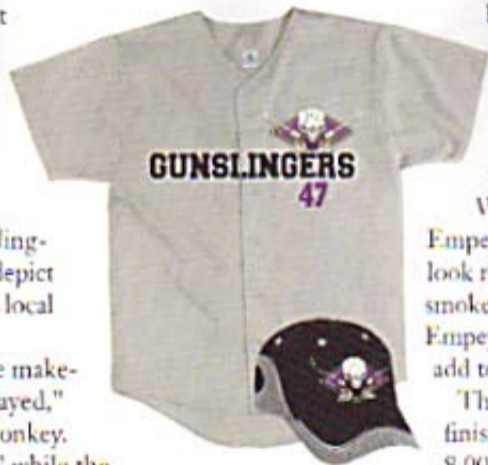


EDITOR'S CHOICE

If you want team wear that's all about looking and feeling good, call The Design Monkey.

The Auburndale, WI-based embroidery shop recently outfitted a 24-member men's softball league with uniforms that became the talk of the field. Since June, New York's Staten Island Gunslingers have been sporting the outfits – which depict a skeleton wielding two cowboy pistols – at local competitions.

“The team was getting a complete image makeover and wanted to look as good as they played,” says John Empey, owner of The Design Monkey. (He actually goes by the title “top banana,” while the company's accountant is the “banana man.”) “They didn't want a cartoonish design. They wanted it to have a little more grit.”



Prior to getting the new uniforms, the Gunslingers wore T-shirts with the team's name imprinted on it. Their new team wear consists of embroidered caps and screen-printed tees and jerseys, with designs in black, white, brown and purple.

What makes the uniforms so distinctive, Empey says, are the finishing touches. “If you look really closely at the hat, you can see little smoke wisps coming out of the gun barrels,” Empey says. “It's all those little details that really add to the design.”

The project took two and a half weeks to finish. The caps each contain anywhere from 8,000 to 9,000 stitches, all done with a standard cap hoop. Screen printing spanned 13 inches for jerseys and 11 inches for tees.