

**FOR IMMEDIATE RELEASE**

**MEN'S APPAREL BRAND, PUBLISH, RELEASES NEW AND LIMITED EDITION STYLES OF THE JOGGER PANTS ONLY AT ATTIC BUENA PARK ON JANUARY 5, 2012**

*THE JOGGER PANTS RELEASE PARTY will be held to celebrate the anticipation of the new release of Publish's signature Jogger Pants, limited quantities available for retail sale only*

BUENA PARK, CA (December 22, 2011)- California-based Publish Brand presents THE JOGGER PANTS RELEASE PARTY, to be held at Attic Buena Park on January 5, 2012 from 7-10pm. Coinciding with the Agenda Tradeshow, the release will showcase Publish Brand's unique and articulated take on Streetwear.

Unveiling that evening will be never before seen Jogger Pants in 3 different styles and 2 color ways. Limited quantities will be available for retail sale for one night only at the event held at Attic Buena Park. Previous styles of the Jogger Pants can be viewed at <http://vimeo.com/33493370>.

Join and celebrate with industry professionals, trendsetters, and tastemakers for the highly anticipated release party. DJ Sourmilk and DJ Wendy City are the featured DJs of the evening. The Burnt Truck will vend food to the guests and public and beverages will be served. Open bar will be available for those with valid ID.

The event is free of admission and open to all ages. Please RSVP to [RSVP@publishbrand.com](mailto:RSVP@publishbrand.com) by Wednesday, January 4, 2012. A media conference will be held at 6pm prior to the event. Transportation for media only will be provided from the Agenda Tradeshow. Media must RSVP to [press@publishbrand.com](mailto:press@publishbrand.com), or contact those indicated below by January 3, 2011. Attic Buena Park is located at 8010 Beach Blvd. Buena Park, CA. The direct line is (714)220-3116.

*Partners of THE JOGGER PANTS RELEASE PARTY*  
Singha Beer, Antenna Magazine, Attic

*About PUBLISH BRAND*

Publish is a men's apparel brand with its heritage rooted in classic menswear with a modern twist. The brand offers an eclectic, yet stylish array of staple garments and accessories while continuing to re-innovate traditional attire. Publish exists to refine daily life by delivering premium, timeless products and ideas that transcend the realms of art and fashion, interpreting on styles of the past with the perspective of tomorrow. For further information, visit <http://publishbrand.com/>.

*About ATTIC*

Attic, an urban lifestyle boutique primarily known for its selection of fashion forward products, has gained the attention as a multi-faceted retailer. Attic has housed numerous music videos, fashion shoots, product release showcases and offers services such as wardrobe coordination, event planning, and brand consulting. By bridging different realms and industries together through underground fashion, international corporate sponsors, world-wide publications, and partnerships with industry leaders, Attic has created a unique, lifestyle community, staying "One Level Above." For further information, visit <http://www.attic2zoo.com/>.

For media inquiries, please contact:

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