

For Immediate Release

Contact:

David I. Barkoe
Attention! for Rocket Racing League
(212) 201-7894
david_barkoe@attentionusa.com

Contact:

Kristin Kavanagh Shane
DKNY MEN
(212) 626 3902
Kristin_kavanagh@liz.com

DKNY MEN TO SPONSOR ROCKET RACING LEAGUE

Men's brand named official wardrobe for Rocket Racing League and sponsor of the Bridenstine Team

NEW YORK, NY, July 23, 2008 – DKNY MEN, the exciting new lifestyle brand for the modern man, has been named the official clothing sponsor of the Rocket Racing League, a new sports and entertainment league that combines the thrill of flight with the power of rocket engines. DKNY MEN exclusively designed the flight suits to be worn by the Rocket Racing League pilots and pit crew. The brand is also designing and producing the clothing to be worn by all Rocket Racing League executives and staff.

In addition to being named official clothing sponsor for the league, DKNY MEN will sponsor Bridenstine Rocket Racing, one of six teams signed on to race in the Rocket Racing League. The DKNY logo will be emblazoned across the wings of the team plane that will compete in all Rocket Racing League competitions as well as on support equipment and team uniforms.

Patti Cohen, EVP of Global Marketing and Communications says, “In launching DKNY MEN, we seek to develop sponsorships that capture not only the lifestyle of our consumer, but their imaginations as well. Rocket Racing is innovative, fast and fun—which also defines the kind of man who wears DKNY. This partnership is just the beginning for both the brand and the sport.”

“Bringing DKNY MEN onboard as our first corporate sponsor further validates the Rocket Racing League as the future of premier sports and entertainment branding,” said Rocket Racing League CEO Granger Whitelaw. “Our rocket planes billowing 15-foot flames with ear-splitting sound will captivate audiences around the world and put DKNY above Madison Avenue.”

The Rocket Racing League and DKNY MEN will be unveiling the new team uniforms and staff apparel during a press conference on July 29th at 2:30pm CST at EAA AirVenture in Oshkosh, WI.

About DKNY MEN

DKNY MEN is the exciting new men's sportswear line representing the modern yet timeless sensibility of the DKNY brand. DKNY MEN combines design and function with versatility and offers an array of product to complete the DKNY man's lifestyle. DKNY MEN is sold in the better market segment in the US and Canada.

About The Rocket Racing League®

Founded in 2005 by two-time Indianapolis 500 winning team partner Granger Whitelaw and X PRIZE Chairman and CEO Peter H. Diamandis, MD, the Rocket Racing League® (RRL™) is a new entertainment sports league that combines the exhilaration of racing with the power of rocket engines. To be held at venues across the country, the Rocket Racing League® will feature multiple races pitting up to 10 Rocket Racers® going head to head in a 4-lap, multiple elimination heat format on a 5-mile “Formula One”-like closed circuit raceway in the sky. For more information on the Rocket Racing League®, please visit www.rocketracingleague.com.