



FOR IMMEDIATE RELEASE

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VELODY TRADE SCORES ENGAGEMENT WITH 2010 FIFA WORLD CUP™ Distributor

International trade consulting firm to create, implement and manage all supply chain operations for Total Apparel Group, Inc.

PORTLAND, OR – April 20, 2009 – [Velody Trade](http://www.velodytrade.com) announced today that it has been selected by [Total Apparel Group, Inc.](http://www.totalapparel.com) (OTC Pink: TLAG) to create, implement and manage all of the company’s supply chain processes and procedures relating to the distribution of all of its licensed and/or distributed properties, including FIFA Collections and [2010 FIFA World Cup™](http://www.fifa.com)-branded merchandise.

Total Apparel Group was recently appointed by FIFA's Exclusive Worldwide Master Licensee, Global Brands Group (GBG), for a multi-year exclusive distribution rights agreement within the United States, Caribbean and U.S. Territories for 2010 FIFA World Cup™ and other FIFA-branded products in the broad apparel, footwear, accessories and related products categories. [FIFA](http://www.fifa.com), the world governing body of football (soccer), is considered one of the world's most recognized brands. The 2006 FIFA World Cup™ drew more than 26 billion cumulative viewers for 64 matches and generated more than \$2 billion in FIFA-related retail sales globally.

“We are thrilled to have been selected by Total Apparel Group to support the product line launch for this iconic, internationally recognized brand,” said Ása McLoughlin, Velody Trade co-founder and president. “Creating a top-notch logistics and compliance department in-house can be challenging and costly as a start-up. By engaging Velody Trade’s senior-level expertise on a variable-cost basis, Total Apparel Group can focus on their core competency of marketing and selling product while reducing risk and increasing profit.”

As part of the engagement, Velody Trade will handle start-up tasks such as creating vendor shipping guides; classifying product; creating the standard operating procedure for the consumer product safety program; evaluating and selecting vendors such as forwarders, brokers, insurance and trade management IT providers; and advising on and negotiating letter-of-credit terms with vendors. On an ongoing basis, Velody Trade will also serve as supply chain manager, performing day-to-day logistical tasks to ensure cargo delivers on time.

“Total Apparel Group chose Velody Trade for its solid base of experience in international trade consulting and managed services,” said Janon Costley, Total Apparel Group CEO. “Their ability to develop and manage our supply chain — and oversee all of the accompanying procedures, documentation, and logistics — will help us focus on supporting the growth of the FIFA brand in the U.S.”

Total Apparel Group’s launch of FIFA-branded merchandise will consist of several product silos in men's, women's and children's apparel, accessories, footwear and headwear, as well as other licensed categories that are inspired by the history of the FIFA World Cup™ and the look and feel of the six billion fans worldwide who follow the sport.

About Velody Trade

[Velody Trade](http://www.velodytrade.com) provides international trade consulting and managed services to help small- and mid-size companies increase profit, optimize operations, manage growth and minimize risk. Its co-founders have more than 35 years of combined import and export experience advising some of the world’s leading apparel, footwear and manufacturing businesses on sourcing, logistics, supply chain management, tariff engineering, customs compliance, duty refunds and trade finance. The firm’s unique blend of business process consulting, implementation and managed services provides clients with short- and long-term solutions for cost savings and risk reductions. Visit Velody Trade at www.velodytrade.com.

About Total Apparel Group, Inc.

[Total Apparel Group, Inc.](http://www.tapginc.com) (“TAG”) (OTC Pink: TLAG) a distributor and licensee of market-leading international trademarks in the branded apparel, footwear and accessories sectors, aims to become the leading product licensing, brand management and retail development partner for pre-eminent domestic and international sports, entertainment and lifestyle brands in North America. The goal of the organization is to increase the value of its trademarks by expanding the branded products market positions through a vast internal sales force, a network of key strategic alliances and Company-owned and operated retail outlets. TAG, currently the U.S. Master Distributor of FIFA Collections and FIFA World Cup Licensed Product is actively seeking opportunities to expand its existing portfolio of brands. Visit TAG at www.tapginc.com.

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