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CRAZY SHIRTS DEBUTS NEW DISNEY COLLECTION

HONOLULU (May 18, 2012) – Crazy Shirts today announced the launch of its new Disney collection. The newest line of specialty t-shirts offers a combination of Disney's classic characters infused with Crazy Shirts' iconic island-style inspired artwork. The collection is now available in Crazy Shirts stores throughout Hawai'i, including those locations at International Marketplace, Ala Moana, Waikiki Beach Walk, Royal Hawaiian Shopping Center and The Modern Honolulu on O'ahu; Whalers Village, Front Street and Wailea on Maui; Anchor Cove on Kaua'i; and Waikoloa on the Big Island. They are also available online at www.crazyshirts.com.

"Crazy Shirts has always been known for our superior quality, creativity and service. The opportunity to feature some of Disney's most iconic characters with our unique Crazy Shirts style was truly exciting," said Crazy Shirts President and CEO Mark Hollander. "These original offerings represent Crazy Shirts' take on our favorite Disney characters."

In developing the new line, Crazy Shirts Creative Director Eric Robison pulled out all of the stops. In all, he created more than 18 original, island-inspired works featuring characters such as Mickey Mouse, Donald Duck and Minnie Mouse, among others. Highlights of the new designs are a "Steamboat Willie"-inspired Mickey Mouse in the waters fronting Diamond Head and Tinker Bell flying near palm trees.

The new Disney collection offers a variety of t-shirts for men, women and children made with superior-quality, Peruvian Pima cotton and combed, ring-spun cotton. Men's styles include crews, polos and classic t-shirts; the women's line offers t-shirts, tanks, mini Ts and ribbed tanks; and the children's line offers classic t-shirts in all sizes.

All t-shirts are available in a variety of colors and specialty dyes including Crater dye. Pricing begins at \$18 per t-shirt for children's t-shirts and \$25 for the adult shirts.

Founded in 1964, Crazy Shirts is among the first companies in Hawaii to design, manufacture and sell the "T-shirt" as we know it today. Housing the largest printing facility in Hawaii, on the Island of Oahu, and employing more than 300 employees, the company operates retail stores on all major Hawaiian Islands, as well as stores in California, Nevada, Colorado, and Florida. For more information about Crazy Shirts, call 800-771-2720 or visit www.crazyshirts.com.

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