

PHOTO AVAILABLE: Designer Tattoo Apparel from SpotMyTee.com Attracts Ink Over Pre-launch Savings for Early Subscribers

On track to launch November 15, 2007, SpotMyTee.com, a designer tattoo art apparel community - for tattoo artists and budding graphic designers - is offering a 20 percent discount coupon to early subscribers.

For Immediate Release

LIVINGSTON, N.J./EWorldWire/Oct. 22, 2007 --- Across all spectrums of digital and print media, the praise and publicity for SpotMyTee.com ('<http://www.SpotMyTee.com>') has been ink-worthy - especially for acclaimed tattoo artists and budding graphic designers from around the world because through its exclusive licensing agreement, SpotMyTee.com pays for work each time an original creation is sold, rather than on a flat payout per design reproduced. In anticipation of its launch on November 15, 2007, SpotMyTee.com is making affordable designer fashions for men, women and children even more attractive with a 20 percent discount coupon for first purchase available to early subscribers.

In keeping with the goal of producing a variety of high-quality clothing at a reasonable price, the SpotMyTee.com label reflects modern fashion colors that will serve as a canvas for original, abstract art. The industry leading 4-TEE color process printing technologies will perfectly replicate the original artist's style and coloring. This printing process will help distinguish SpotMyTee.com from other services which most frequently employ basic screen-transfer printing.

Along with the initial purchase savings, SpotMyTee.com is providing those who support them from day one with an invitation to a special private beta visit to the Web site / community before the official launch. Those passionate about tattoos and art can register for an account to interact with other members on the forum, view detailed tattoo designer profiles, vote and submit artwork, purchase unique designer artwork from the best in the industry, and more.

While graphic and humor tees have been hot items at other companies, SpotMyTee.com meets the art community niche most effectively and will break new ground with its debut. "We're going to redefine quality, custom artwork apparel from trendsetting designers around the globe," said Jim Smith, director of artistic development. All printing will be done at the company owned distribution center located in New Jersey.

The SpotMyTee.com brand will be marketed through the company's sales agent network that services specialty stores across the U.S. "We are launching SpotMyTee with great contemporary artists such as Pete 'Bionic Oreo' Lazarus, Howie 'The Cosmic Commander' Saunders, 'South Side' Troy Chartier, Matty Runks, Chris 'Mookie' Faccone, Thane, and Drew Rash - these are the people doing the tattooing today, not the yesterdays. These experts have their fingers on the pulse of tattooing," said Howie Panes, vice president of marketing.

The artist base at SpotMyTee.com will be expanded through online submissions, contests and development partnerships with art schools.

SpotMyTee.com's cutting-edge "Signature Series" tattoo wearable creations will be available in time for the approaching holiday season.

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