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FOR IMMEDIATE RELEASE

T-Shirt Company Launches with its First Tee in Support of Marriage Equality:
Becomes First U.S. Company to Launch with its First Offering Tied to Marriage Equality

New Haven, CT (July 12, 2007) – ISSO, a T-shirt company with a heart, launched today by offering its company's first tee in support of marriage equality becoming the first U.S. company to launch its first offering tied to marriage equality. The company's first signature tee, features the tagline "Marriage Is So Gay" on a black, form-fitting, American Apparel T-shirt.

ISSO will donate a portion of the proceeds of each "Marriage Is So Gay" T-shirt it sells to organizations that promote marriage equality. Beginning with tee number one, each T-shirt features a handwritten number on its inside tag to let owners now how many people are wearing the shirt in support of marriage equality. ISSO plans to host a party for friends of marriage equality when it handwrites the tag in its 100,000th T-shirt sold.

The company's name "ISSO" is taken from the "is so" in the "Marriage Is So Gay" tagline of the company's first T-shirt. The company was formed by a group of friends, gay and straight who wanted to support marriage equality -- but in style. According to the company's website, "We love our friends - we love marriage - and we think marriage is so gay."

ISSO also plans to launch other tees that fit the company's values of being a T-shirt company, with a heart, conscience and sense of humor. T-shirts can be ordered from ISSO's website at www.marriageissogay.com

About ISSO

ISSO is a T-shirt company with a heart, conscience and sense of humor. We only make t-shirts we would wear and that we'd share with our friends. In fact, it's why we created the "Marriage **Is So** Gay" T-shirt -- so we could support our friends - in style.

We are the first U.S. company to launch with its first offering tied to marriage equality. A portion of the proceeds from the sale of each "Marriage **Is So** Gay" T-shirt will be donated to organizations that promote marriage equality. After all, we love our friends - we love marriage - and we think marriage **is so** gay.