



– News Release –

Desi Wear Partners Up With The Bilz & Kashif Official Clothing Sponsor of the One Voice Foundation

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OAKVILLE, ON – As the world continues to be plagued with poverty, inhumanity and other acts of injustice, the need to build awareness and compassion is increasing. Desi Wear (www.desiwear.com) announced today that it has partnered up with The Bilz & Kashif on the One Voice Foundation (www.onevoicefoundation.com) charity campaign, as their official clothing sponsor.

The Bilz & Kashif have created a song through which they hope to communicate a message of unity and ignite within their audiences, the desire to make a change in the world. This is a natural partnership for Desi Wear, as this charitable campaign is designed to raise awareness of world issues that impact everyone.

“Desi Wear is proud to be working with The Bilz & Kashif on the One Voice Foundation. Although this will not eradicate the world’s problems and issues, we can help raise awareness and reaching out little by little; we can all do our part in making the world a better place. The apparel is designed to be trendy and fashionable and at the same time, make a statement of where we stand,” says Manny Brar, founder of Desi Wear.

Desi Wear and The Bilz & Kashif have collaborated on designing and launching the One Voice Foundation apparel that will be available at: www.onevoicefoundation.com, www.desiwear.com and the Desi Wear Retail Boutique in Oakville, Ontario.

The apparel will have positive messages and slogans for the One Voice Campaign, including Desi Peace and One Voice...Make the Difference! Desi Wear is the exclusive supplier and manufacturer of the apparel and this is reflective of its commitment to the growth and success of this campaign. Desi Wear’s parent company, Entripy Custom Clothing (www.entripy.com) will be housing the apparel within its over 16,000 square foot state-of-the-art facility.

The One Voice Foundation will be donating 100% of the proceeds to charity. “It’s great to be expanding our movement with a clothing line that has already established its grounds in the community. We remember rocking the first T-shirts by Desi Wear and now it’s a global phenomenon. Having us launch exclusive apparel with Desi Wear for the One Voice Campaign in collaboration with Warchild, is just a great feeling because we can now expand our message of

peace and unity not only with our music, but also as a statement in fashion. Loose the ignorance and stand up!" says The Bilz & Kashif.

About Desi Wear

Desi Wear (www.desiwear.com) is an urban South Asian inspired clothing line located in Oakville, Ontario, Canada with worldwide distribution. It was founded in 1994 and gives South Asians and non South Asians the opportunity to celebrate the rich and vibrant culture of the Indian Diaspora through urban and casual athletic apparel. It has been Desi Wear's passion, pride and belief in the Desi culture that has propelled them as the industry leader.

Desi Wear was acquired by Entripy in February 2008 due to its enormous potential to grow the retail and e-commerce component of Entripy. Entripy (www.entripy.com) is a leading provider of custom apparel in Canada. Entripy provides garment design, screen printing and embroidery. With 24 employees, Entripy provides custom design, production and shipping of garments from its Oakville, Ontario 16,000 facility, Entripy has an unwavering commitment to superior customer service and a dedication to innovation, research and technology. Entripy provides customers a quality, leading edge product for orders as few as five items to extensive orders numbering in the hundreds of thousands. Entripy's client base includes corporations, academic institutions and the not-for-profit sector.

About The Bilz & Kashif

The Bilz (producers Vicious & Master-D) and their R&B pop artist Kashif are a household name in the global Indian & Canadian entertainment industry. Their musical journey now continues as they wish to sensitize people around the world with global situations that surround us living in the 21st century. Music is the one thing that unites people across the world. It is universal and is a powerful medium to promote messages. The Bilz & Kashif not only hope that people will listen to 'One Voice', but after their mainstream success, would like to encourage people to actually take action and contribute to change by purchasing the song and allowing the One Voice Campaign (www.onevoicefoundation.com) to be an awareness movement.

For more information or to arrange an interview with Manny Brar and/or The Bilz & Kashif, contact Shelli Brar, tel: 905-844-3374; cell: 416-948-7345; e-mail: shelli@desiwear.com or visit www.desiwear.com or email thebilzmusic@gmail.com or visit www.bilzmusic.com