FOR IMMEDIATE RELEASE

Iconic American Sportswear Company Nat Nast teams up with the United Football League

(New York, NY) October 1, 2009— Nat Nast, an authentic American menswear luxury brand, has teamed up with the newly launched United Football League as the "Official Outfitters of UFL Coaches". Nat Nast will dress the Head Coaches and Assistant Coaches in selected Nat Nast styles for the League's *"Premiere"* season, kicking off on Thursday October 8, 2009.

In conjunction with the UFL logo, a regal lion, the Nat Nast emblem, will appear on all merchandise worn by the coaches, which include shirts, pants and shorts from the Nat Nast Fall and Resort 2009 collections.

"We are excited to have been chosen as the official outfitter for the UFL coaches. As we look for innovative concepts to expand brand awareness for Nat Nast, dressing these high-profile coaches is a great opportunity to reach a broad audience. The Nat Nast collection appeals to avid sports enthusiasts, therefore our affiliation with this exciting new professional football league is an ideal partnership," says Lawrence C. DeParis, President & CEO, Nat Nast.

Additionally, Nat Nast will be announced during the game broadcasts as well as receive recognition as the UFL's "Official Outfitters of UFL Coaches" during all games and closing credits. Nat Nast will be included on ANC's on-field LED rotational signage, which will be used for the first time in professional football history. Nat Nast will also be included on the official UFL website and in the UFL newsletters as well as featured on TV promotional spots highlighting www.getufl.com where the Nat Nast/UFL selected styles will be available.

When seeking a clothing partner for our coaching staff, we looked to companies who wanted to be innovative and grow with the League," said Frank Vuono, COO of the UFL. "Our coaches appreciate Nat Nast's comfort and style."

The United Football League is a new professional football league that will kick-off its *"Premiere"* season this October. Featuring high-quality traditional football played by world-class athletes and former NFL coaches, the UFL's *"Premiere"* season teams include the California Redwoods, Florida Tuskers, Las Vegas Locomotives and New York Sentinels. The UFL's goal is to provide fans with affordable, innovative and entertaining game-day experiences. The UFL's games, which will be broadcast live on VERSUS and HDNet, will culminate with a Championship Game on November 27th in Las Vegas. Tickets are now on-sale in all markets and can be purchased by calling 877.UFL.2009 or visiting www.ufl-football.com.

About Nat Nast

Nat Nast is an authentic American luxury brand known for its attention to detail and exceptional quality. The legacy that was founded over 60 years ago lives on with this timeless collection. It is a celebration of those moments that recapture an era and make Nat Nast Luxury Originals, truly an American original.
www.natnast.com

About The UFL

The UFL was developed to fulfill the unmet needs of football fans in major markets currently underserved by professional football by providing a high quality traditional football league comprised of world class professional football players. The UFL will serve the communities with pride, dedication and passion, and uphold a leadership role in the development of football worldwide. The UFL will provide every fan with an affordable, accessible, exciting and entertaining game experience. Scheduled to debut in October 2009, the UFL's headquarters is in New York, N.Y. and has satellite offices in Jacksonville, Fla. and Rutherford, N.J. The UFL is led by Commissioner Michael Huyghue, COO Frank Vuono and is being funded by a consortium of investors including UFL Founder Bill Hambrecht, Tim Armstrong, Bill Mayer, Paul Pelosi and the Tampa Bay Rays. For more information on the UFL and how to purchase tickets for the UFL's *"Premiere"* season, please visit www.ufl-football.com. For group ticket sales, please call 877.UFL.2009.