



Contact before MAGIC Kids:

Beth Silver
Doubet Consulting
Tel: 212-472-4340
bsilver@doubetllc.com

Contact at MAGIC Kids:

Andy Beattie or Bill Bosch
Classroom School Uniforms
Tel: 818-679-7173

**Strategic Partners to Show New Classroom School Uniform® Styles & Unveil
Cherokee Authentic Workwear®
at MAGIC Kids North Hall– Booth K-10217**

CHATSWORTH, CA, February 8, 2007 – Strategic Partners Inc., makers of **Classroom® School Uniforms**, a leading provider of school uniforms for public and private schools, announced today it will unveil its 2007 School Uniform line at MAGIC Kids February 13th-February 16th, 2007 along with its **Cherokee Authentic Workwear®** line geared toward working men and women.

As school uniform programs continue to increase Classroom® continues to offer the standardized dress these schools require, the comfort, fit and style students want, and the affordability parents need. A year's worth of Classroom School Uniforms retails between \$120-150.

For the 2007 season, Classroom is pleased to offer new styles and quantities to compliment its already best selling school uniform program. This season, retailers at MAGIC Kids will see:

- A tailored girls pant to offer a more contemporary look.
- A new flat front, relaxed fit pant for boys appropriate for school and beyond.
- Increased quantities of uniforms for pre schoolers (2T-4T and 4-6x) to meet growing demand.
- A wider selection of cotton/poly fleece.
- Expanded size ranges now from 2T-XXXL Adult.

In addition to Classroom's new styles and sizing options for Classroom School Uniforms, Strategic Partners is pleased to introduce its comprehensive workwear line, Cherokee Authentic Workwear. The introduction of Cherokee Authentic Workwear meets the growing demand of businesses and schools looking to use workwear for their male and female employees.

"As with school uniforms, the right fit, a high level of inventory and the ability to consistently price apparel throughout all sizes is essential when creating a brand with staying power." says Andy Beattie, SVP of the School and Service Apparel Division of Strategic Partners.

"Introducing Cherokee Authentic Workwear at MAGIC this year bridges the gap schools and businesses have been looking for."



With the latest data stating that more than 50 percent of working women are in non-office jobs, the Cherokee Authentic Workwear line is individually tailored for both men's and women's silhouettes.

“Our philosophy of being a partner to our retailers and schools across the country is important. These two brands help our retailers, schools and customers offer a comprehensive selection for all,” adds Beattie.

To learn more about Classroom School Uniforms or Cherokee Authentic Workwear please talk to Andy Beattie and Bill Bosch, VP of Sales for School & Service Apparel, at MAGIC Kids booth # K-10217 in the North Hall of the Las Vegas Convention Center.

About Strategic Partners:

Strategic Partners Inc. is a nationally recognized uniform manufacture serving the healthcare, school, hospitality and workwear industries. With many brands including Cherokee Uniforms, Classroom School Uniforms, Cherokee Authentic Workwear, and Rockers Footwear, Strategic Partners is the leader in the design of fashionable and comfortable uniforms. Our products range from Pre-School to Men's and Ladies and are sold in retail stores nationwide.

###