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COLOREP, INC. TO DO BUSINESS AS AIRDYE SOLUTIONS

For Immediate Release

September 14, 2009 – Rancho Cucamonga, CA – Investor David Gelbaum and the Board of Directors of Colorep, Inc. have announced the Company will begin doing business as AirDye Solutions. The change comes as a result of the strong market success of AirDye® technology for dyeing and decorating fabric. AirDye® uses 95% less water to create prints, and up to 88% less water to create solid colors, compared to typical textile industry water consumption. It allows fabric to be brilliantly colored, including different patterns on each side.

AirDye® will be showcased during New York's Fashion Week. The fashion house Costello Tagliapietra intends to devote a third of its new collection to designs made using AirDye® technology. Other users of AirDye® include Hunter Douglas, Stacy Garcia, Elaine Ferguson Designs, and Miss Peaches Swimwear. The New York Times wrote about AirDye recently in its Green Inc. blog (<http://greeninc.blogs.nytimes.com/tag/airdye/>).

"I'm feeling more confident than ever in the future of AirDye® technology. This transition in the Company's brand demonstrates our commitment to being a leader in the movement for environmentally friendly textiles," says investor David Gelbaum.

"We're thankful to have David Gelbaum's backing, experience, and wisdom," says Colorep, Inc. Chief Executive Officer Larry Levy. "We're seeing many industry professionals who are very excited about AirDye® technology and its potential. We are very pleased that market leaders are now licensing AirDye® technology for their product lines."

Over the next few months, brand strategist BOLTGroup will create a united brand identity for the company. This will include a new, interactive AirDye Solutions web site geared to both consumers and AirDye® licensees.

About AirDye

If you'd like to learn more about creating greener products with AirDye (www.airdye.com), call 888.U.AirDye (888.824.7393). A detailed environmental report on the effects of AirDye, conducted by research firm FiveWinds International, can be viewed at: http://www.airdye.com/downloads/AirDyeEnvProfile_0409.pdf. AirDye is a registered trademark of Colorep, Inc.

About Colorep, Inc.

Colorep, Inc. is passionate about creating new printing and dyeing technologies that help to sustain the planet while offering excellence in quality, value and accessibility. Our primary technologies, AirDye and **ecobanner**, are managed by subsidiaries, Transprint and BetaColor. Transprint is also the largest producer and supplier of top quality heat transfer paper in the United States for design, fabric, and finished goods. Colorep, Inc. is headquartered in Rancho Cucamonga, CA.

For more information, please contact Paul Raybin, Vice President of Marketing and Sustainable Strategies, at 909.758.1590 or p.raybin@colorep.com.

