

For Immediate Release
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**Catchy and Clever Slogan Defining Our City through Shirts,
Mugs and Other *Keep Houston Rich* Products**

Houston, Texas] (October 10, 2008) — A new web site, www.KeepHoustonRich.com, recently launched to promote the city's new "It" slogan, "Keep Houston Rich." Hundreds of party-going folk are expected to hit the kick off festivities **Friday, November 21** at **Peel Gallery (4411 Montrose Blvd)**. Bright lights really will hit this big city as attendees browse through the latest collections of "Keep Houston Rich" merchandise (including tees, caps, mugs, and more) while grooving to DJ-spun tunes, munching on scrumptious bites created by Houston's first-class chefs, and enjoying creative spirits sponsored by Distinguido Tequila. Partiers will have a chance to become lucky owners of limited-edition "Keep Houston Rich" tees created for the evening!

Houston is a RICH city. The city is rich in ethnic diversity, first class cuisine, sports, top-notch shopping, world-famous cultural arts, and so much more. While the slogan can be interpreted in many ways – there is always the oil industry – giving us the slogan's most literal association...money! Houston is the Energy Capital of the World, which keeps a lot of its citizens very wealthy and insulates us from many of the country's economic woes.

The clever design for the "Keep Houston Rich" logo features an oil derrick and the dollar bill font. The "Keep Houston Rich" collection includes T-shirts for men and women, mouse pads, bumper stickers, coffee mugs and a host of other loot available online at www.KeepHoustonRich.com. The website adds to the city's richness by featuring videos of Houston's most notorious citizens "keeping it rich." The Art Guys, Houston-native author Robert Leleux, Mayor Bill White (speaking about historic preservation), Mattress Mack vs. Jamie Kennedy, the ever fabulous Terms of Endearment shot right here in River Oaks, and Thunderbolt ("We put the Yee Haw back in your motor and transmission") are just some of the videos featured on the site. Viewers are invited to send their favorite Houston-related YouTube clips to videos@KeepHoustonRich.com.

Future plans include partnerships with popular Houston galleries to sell higher-end, limited edition shirts, too. Plan to see the fashionable designs popping up in local boutiques, hotels gift shops, and online stores.

When it comes to defining Texas cities, Austin can stay *weird*, Dallas can stay *pretentious*, and San Antonio can stay *lame*. **Keep Houston Rich!**

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