

## Loriet Sports Apparel to Expand Distribution

**New York, NY, December 2013** –Loriet apparel plans to expand its sales distribution in Europe.

Founded in 2004, Loriet LLC is a United States based athletic apparel company dedicated to the development of innovative performance apparel.



Designed for active consumers, Loriet manufactures and sells apparel for Men, Women and Kids, specializing in Tennis, Golf, Running and Yoga.

2013 marked an increase in online sales for the Company through the use of large online marketplaces. In response, Loriet will expand its online sales and distribution internationally by continuing to sell via global online marketplaces throughout 2014. This

expansion will make Loriet products more readily available to consumers in the European Union.

Mehdy Karbid, CEO of Loriet LLC notes, “We are eager to expand our sales territory and make Loriet’s products more available to athletes around the World.” The increase in international exposure is expected to boost Loriet’s sales by approximately 15% in the first year.

### About Loriet LLC

Loriet is a privately held company that creates high quality performance apparel. Founded in 2004, Loriet products are represented on over four continents and are worn by an impressive roster of talented athletes. Loriet is affiliated with a number of academies, clubs and coaches and is dedicated to promoting an overall active lifestyle through partnerships with athletes, events, sponsorships and tournaments.



---

LORIENT LLC  
15 SPENCER DRIVE  
NEW ROCHELLE NY 10801  
TEL: (866) 599-5899 FAX: (800) 856-8349  
[www.LORIENT.com](http://www.LORIENT.com)