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**LION Unveils New Website and Branding Initiative**

**DAYTON, OHIO** — To demonstrate the energy, commitment and enthusiasm within the company and its customer base, LION, formerly Lion Apparel, proudly introduces a new logo, website and branding initiative – the first such endeavor in more than 15 years.

LION develops, manufactures and services personal protective equipment for firefighters, EMS, law enforcement officers and military personnel, as well as provides supply-chain and logistics programs for the U.S. Armed Forces, making sure they are ready to do their jobs. The company's new tagline, "ready for action," reflects LION's legacy and ongoing commitment to introducing game-changing innovations to the first responder market, as well as reinforcing the company's mission: Each and every day, we fulfill the personal safety, readiness and identity needs of our customers worldwide.

"The process we utilized to develop our new brand identity was an inclusive one," said LION Chief Executive Officer and Chief Marketing Officer Steve Schwartz. "The LION brand strategy wasn't created at the top or solely from inside our organization, it was a team effort — engaging our customers, prospective customers, LION dealers, non-LION dealers and a cross section of LION team members from all parts of our business."

In 2010, LION launched its social media efforts, called LION Connects, as a way to interact more frequently and closely with the customers it exists to serve. LION Connects incorporates a social media blog site, [www.lionconnects.com](http://www.lionconnects.com), as well as presence on various social media channels such as Facebook, Twitter and YouTube.

"All of these efforts publicly demonstrate not only where LION is today, but also where we're heading," said Schwartz. "Our refreshed brand position informs our customers, future customers and industry suppliers and partners that we offer the world's most innovative protective equipment and services to first





responders, and that is supported by our company's long-standing commitment to collaboration, research and development and finding solutions to our customers' challenges."

For more information on LION products and services, visit the new corporate website at [www.lionprotects.com](http://www.lionprotects.com). Interact with LION at [www.lionconnects.com](http://www.lionconnects.com).

*LION Inc. is a 112-year-old, family owned company based in Dayton, Ohio, USA that has a legacy and ongoing vision of introducing new products and services that are designed to ensure the health, safety and performance of the first responders who serve our communities and our country. LION continually delivers game-changing innovations in PPE designed to best prepare firefighters, EMS teams and law enforcement officers for the new dangers and hazards they face each day. LION also designs paradigm-shifting supply chain and logistics programs that best equip our warfighters for the rigors of training and the challenges of battle. LION makes sure the people who protect us are more prepared for action.*

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