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LAKESHIRTS ACQUIRES COASTAL CLASSICS

Brand to be Folded into Lakeshirts' Yesterdays Division

DETROIT LAKES, MN, November 17, 2022-- Detroit Lakes, Minnesota apparel company Lakeshirts announced today that they have finalized a strategic acquisition deal with Coastal Classics; a California-based resort apparel manufacturer of over 25 years who is renowned for the quality of their California coastal imagery. The Coastal Classics line will be incorporated into Lakeshirts' Yesterdays division - a line equally recognized for how it captures and reflects beach life.

Both Coastal Classics and Yesterdays share very similar orientations - both are resort apparel veteran brands, and both pride themselves on their original beach-oriented artwork and quality products.

For over a quarter of a century, Coastal Classics has been known and respected in the resort garment space; especially with coastal gift and surf shops. Coastal Classics' artwork in particular is known for how well it captures those beach moments and lifestyle. Now, coupled with Lakeshirts infrastructure - it's production horsepower, inventory, and existing art library - the acquisition looks to be beneficial for Coastal and Yesterdays' customers alike.

"We've been watching Coastal Classics from afar for years now, and have been extremely impressed by the quality of their surf-inspired art - it's really awesome," stated Mark Fritz, Lakeshirts' Co-CEO. "Coastal's clientele are primarily unique customers that we currently aren't servicing via one of our brands, which will be incremental customers to us. Their rep group is also very stand-alone, making this a great fit for us to immediately add growth to our Yesterdays line. We can't wait to show customers all the cool products our combined Coastal Classics and Yesterdays line will offer."

ABOUT LAKESHIRTS-- Lakeshirts is a Resort and College garment manufacturer headquartered in lakes country in Detroit Lakes, Minnesota. Started in 1984, what started in a basement has grown to six brands, multiple facilities across the United States, over 800 team members, six dogs, and well over 10,000 satisfied customers. Despite our growth, our focus is still on our fantastic customers. We strive to exceed not only our customers' expectations, but bring value to all our stakeholders - customers, employees, vendors, owners and the community we call home.

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