

PRESS RELEASE



DALLAS – Rockin' Runway Summer 2005 returns to bring fashion and music together to promote cutting-edge fashion trends in the music community, and to raise money for a Dallas charity.

This second semi-annual exclusive event will host an evening of fashion and music, a runway fashion show featuring fashion lines from across the country, followed by a cocktail party and concluding with an after-party featuring appearances from four-time GRAMMY® award-winning artist Erykah Badu and many other special guests.

Proceeds from the event will benefit Badu's nonprofit group Beautiful Love, Inc., Nonprofit Development (BLIND), which provides community-driven development for inner-city youth through music, dance, theater and the visual arts. BLIND is renovating the historic Black Forest Theater in South Dallas, where the organization holds events promoting the work of local and national artists.

Last year's first semi-annual Rockin' Runway Winter 2004 held at Minc lounge was Dallas' most talked about fashion event. Styled by high profile stylist Harwood Lee with hair and makeup by Frankie, there were many high profile guest appearances including four-time Grammy award winner Erykah Badu and Heatherette fashion designer Richie Rich. Rockin Runway Winter 2004 raised over \$10,000 in gross proceeds to benefit B.L.I.N.D. Some of the lines featured on the elaborate runway included Joe's Jeans, Dickies, Dickies Girl, Vans, Pistol Whip, The American Project, Ordinary, Inbred, Threadless, Naughty, Diverse and many others.

Rockin' Runway 2005

Rockin' Runway Returns For Summer 2005 to Raise Money and Awareness for BLIND

Sponsored by Noise Couture, Smitty INK Media Group, National Noise magazine, and Luminous Sound Studios, the second semi-annual Rockin' Runway is an invitation-only event to be held Friday June 10th, from 8:30 p.m. to 2 a.m., at Minc, 813 Exposition Avenue, in Dallas. Minc is an indoor/outdoor club located in the Exposition Park retail district in downtown Dallas.

Retailers, local news media, fashion and music press, community leaders, musicians and their guests will all be in attendance. Companies will take advantage of many different sponsorship packages to help you achieve your sales and marketing goals while contributing to an event that will truly benefit the Dallas community.

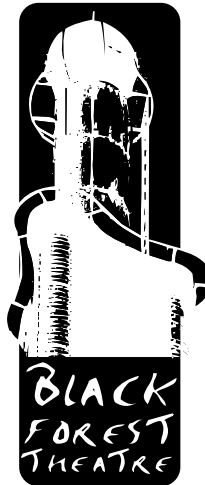
Suggested \$10 min donation at the door

For more information, visit

www.RockinRunway.com

Contact

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NationalNoise
NM



noise couture





Rockin Runway

“Exposing fashion trends in music”

Friday June 10th, 2005.

Minc Lounge - 813 Exposition Avenue - Dallas, Texas 75226

Info: 214-370-4077

www.minclounge.com

21+, valid ID

Producers of the Event:

Paul Levatino – Smitty INK, Producer

Sabrina Gunaca – NationalNoise magazine, Producer

Jason Hadfield - NationalNoise magazine, Producer

Smitty INK Media Group, Ltd

Smitty INK Media Group, Ltd is a production company specializing in live events and multimedia development. Founded by interactive entertainment industry veteran Jeff Smith in 2002, Smitty INK employs diverse creative concepts in brand-building campaigns for clients such as Nokia, Chipotle and Nissan. Visit us on the Web at www.smittyink.com

NationalNoise magazine

With a rapidly growing readership of over 150,000, NationalNoise magazine provides it's audience with a FREE PICK-Up full color magazine that has the most current information on all that is deafening and brilliant in the fashion and rock lifestyle. Based in Dallas, Texas, NationalNoise magazine distributes in both the Dallas and Los Angeles market with distributing expansion into Chicago, Cleveland, and Austin starting in June. NationalNoise magazine has been rockin' since 1999. Covering the best in music, fashion, and all that is rock lifestyle culture; first as an online magazine, and as a Full-Color Gloss magazine since 2003. Visit us on the Web at www.nationalnoise.com

Luminous Sound Studios

Luminous Sound Studios is a world-class recording and postproduction facility located in Dallas, Texas. With three state-of-the-art studios and two Grammy®-nominated producers on staff, Luminous Sound Studios is one of the nation's premier facilities for sound recording and commercial music composition. President and CEO Paul Loomis is an RIAA-certified multi-platinum-selling composer and producer whose Dallas-based operations include Luminous Sound Studios, The Loomis Agency and Loomis Tunes Music Publishing (ASCAP). Visit us on the Web at www.luminoussound.com

Minc Lounge

This red light-bathed club is like a mystical world, with sinisterly lit Ganeshas, gargoyle doorknockers, brick columns-turned-trees and faux huts with couches inside. But it's Minc's expansive, tranquil and fountain-filled patio that feels truly separated from Dallas, with starlight shining and bamboo that hides the fence. Whether sipping a premium cocktail or martini by the pond, dancing to the DJ's tunes or chilling in a chaise, patrons can escape the real world here. Visit us on the Web at www.minclounge.com

Invitation only, suggested \$10.00+ donation at the door.

[Proceeds benefit Erykah Badu's non-profit foundation, which provides development for inter-city youth through music, dance, theater & visual arts programs.]

Doors open at 8:30pm

Runway starts at 9:30pm (est. 20 minutes), followed by complementary cocktails from 10:00-11:00pm

Party will last through out the evening.

Attendees

Invitation only. The guest list includes Fashion Designers, Models, and Major Label Recording Artists. The crowd will be full of musicians, music & fashion industry professionals, national and local press, and a select group of scensters!

Special Appearances Confirmed:

Erykah Badu

World Famous Motown Recording Artist. Four-time Grammy® Award-winner.

THE DOC

Prolific producer and rapper, The DOC was an original member of NWA and resides in Dallas, Texas.

Show Design and Styled by:

Rob Morley & Julie Campbell – Minc Lounge

They have helped create some of Dallas' best club atmospheres (Club One, Soul to Soul, and Minc) will be designing the runway and environment. The mirrored runway will run throughout Minc the night of the event.

Harwood Lee – Show Styling

Harwood is best known as a NYC stylist & designer that musicians can't get enough of. This newly Dallas transplant who also styled the Winter Rockin Runway 2004. Some of his styling credits include: Two Britney Spears Tours (Britney & dancers), Jay Z "Rock the Mic" Tour, Depeche Mode "Singles" Tour, Sarah Ferguson (the Duchess of York), Mick Jagger, Outkast, and Little Kim just to name a few.