
Marathon Projects Ltd.

VictoryStore.Com Secures Three Year Deal With Carnival Cruise Lines For Online Design Apparel

(Midland Park, NJ - January, 2007) Following a competitive review process, Iowa-based VictoryStore.com has secured a three-year deal with Carnival Cruise Lines to serve as its licensee for custom apparel designed online.

“Our online design technology and all-digital printing presses give us an advantage over our competitors,” said Kelli Grubbs, company president. “It’s also an advantage being located in the Midwest, as a central shipping location is strategically important to this contract.”

New Jersey-based Marathon Projects, a licensing agent for Carnival Cruise Lines, helped orchestrate the business opportunity. “VictoryStore.com had the most creative apparel designs for Carnival, designs that could appeal to all ages,” said Craig Kalter, Marathon Project’s president.

The Carnival Cruise Lines online design site can be found at www.CarnivalFunTees.com and represents a new direction in licensing for Carnival. The site will initially offer T-shirts, polo shirts and tank tops. Each item can have a personalized design created online for the shirt.

Design categories include honeymoons, weddings, family reunions, corporate groups, birthdays, anniversaries, girlfriend getaways, and friends and family.

While it's expected that the primary users of the site will be individuals and companies planning a cruise, the site is open to all consumers and hold particular appeal to large groups. “Family reunions and other large groups represent a growing market for the cruise industry and we believe CarnivalFunTees.com is an exciting opportunity for past and future Carnival guests who can personalize a shirt to commemorate their special cruise or just design a stylish shirt for casual wear,” said Joy Cadieu, Carnival’s Manager of Marketing Partnerships & Licensing.

VictoryStore.com was founded in 2000 and is a promotional product online store for businesses and candidates. Since that time, it has grown considerably and now employs 80 people at its facility in a retrofitted school building in Davenport, Iowa. Steve and Kelli Grubbs founded the company and have overseen its growth since that time. Steve Grubbs serves as Chief Executive Officer of the company.