



For Immediate Release

WhyHunger, Santana & Nat Nast Collaborate on Limited Edition Shirts Proceeds Will Help Fight Hunger and Poverty

(New York, NY) September 17, 2010 – WhyHunger is partnering with legendary musician Carlos Santana and Nat Nast, the iconic American men's sportswear brand, to produce a collection of limited edition shirts inspired by Santana's music. A portion of proceeds will go to WhyHunger, an organization that fights hunger and poverty in the United States and abroad.

Nat Nast will launch the collection in the first quarter of 2011 and it will be available to the consumer at select retailers, at Nat Nast.com, Santana's concerts and other venues. The collection will include men's and women's T-shirts as well as Nat Nast's signature button down custom embroidered silk shirt.

Santana is a member of WhyHunger's Artists Against Hunger & Poverty initiative, which counts Bruce Springsteen, Michael McDonald, Chicago, Earth Wind & Fire, Joss Stone, Darryl "DMC" McDaniels, Jackson Browne, O.A.R., Papa Roach, and many others among its members.

"It's truly exciting for Nat Nast to be partnering with the legendary Carlos Santana and WhyHunger to raise awareness and money to combat hunger and poverty," said Lawrence C. DeParis, President and CEO of Nat Nast. "Enjoying great music and sharing your blessings with those less fortunate are two essential elements of 'the good life,' expressing the spirit of our brand," DeParis added.

"Combining Santana's broad, multi-generational appeal, his extraordinary artwork, WhyHunger's track record with Bruce Springsteen and other artists, Nat Nast's unique design sensibility and everyone's passion for this project, we have a recipe for success," said DeParis.

"I am extremely honored to be partnering with Nat Nast and WhyHunger," Carlos Santana said. "I first became involved with WhyHunger last year when they introduced me to Three Square in Las Vegas during the holidays to help provide wholesome food to those in need in the Las Vegas area. Having Nat Nast take our participation to help feed people across the country is joyous."

"It is rare to work with a legendary rock star who is personable, genuinely spiritual, and deeply committed to bringing peace and love to our troubled world," said WhyHunger Executive Director Bill Ayres. "WhyHunger is proud to partner with Carlos and Nat Nast on a project that will bring beautiful clothing into the world and help many of its poorest people."

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About WhyHunger: WhyHunger is dedicated to fighting the root causes of hunger and poverty by supporting grassroots organizations that create self-reliance, economic justice and equal access to nutritious and affordable food. Founded in 1975 by the late musician and activist Harry Chapin and current Executive Director Bill Ayres, WhyHunger works to put an end to the hunger suffered by 49 million Americans and more than 1 billion people worldwide. WhyHunger's main programs include the National Hunger Hotline, 1-866-3-HUNGRY, which refers individuals in need of emergency food assistance to soup kitchens, food banks, shelters, government programs and community organizations in their neighborhoods; the Grassroots Action Network, which provides information, networking opportunities, capacity building and access to more than 8,000 anti-hunger and poverty community organizations across the United States and around the world; Global Movements, which links the organization's domestic work to broader global movements for food sovereignty and the basic rights to food, land, water and sustainable livelihoods; and Artists Against Hunger & Poverty, which is supported by Bruce Springsteen, Carlos Santana, Michael McDonald, Chicago, Earth Wind & Fire, Joss Stone, Darryl "DMC" McDaniels, Jackson Browne, O.A.R., Papa Roach and many others. www.whyhunger.org

About Carlos Santana: Forty years and as many albums later, Santana has sold more than 90 million records and has performed to more than 100 million fans at concerts worldwide. To date, Santana has won ten GRAMMY® Awards, including a record-tying nine for a single project, 1999's Supernatural (including Album of the Year and Record of the Year for "Smooth"). In 1998, the group was ushered into the Rock and Roll Hall of Fame, whose web page on their induction notes, "Guitarist Carlos Santana is one of rock's true virtuosos and guiding lights." Among many other honors, Carlos Santana has also been cited by Rolling Stone as #15 on their list of the "100 Greatest Guitarists Of All Time," and #90 on their 2005 survey of the "100 Greatest Artists Of All Time."

About Carlos by Carlos Santana: Carlos by Carlos Santana offers women fashionable footwear, handbags and headwear inspired by the passion and energy that surround Santana's music. Carlos footwear, handbags and headwear are designed for women who demand fashion and love accessories that will make an outfit – not match it. A portion of the proceeds from the sales of Carlos shoes, handbags and hats is donated to the Milagro (miracle) Foundation, a charitable organization founded by the Santana Family in 1998 that makes grants to community based organizations around the world, working with children in the areas of the arts, education and health.

About Nat Nast: Nat Nast is an authentic American men's sportswear brand renowned for its attention to detail, exceptional quality and unique sense of style. The collection is designed "For the Good Life™," inspired by men who live life to the fullest.

Originally founded in 1946 by Nat Nast in Kansas City, the company developed the first bowling shirt, which became an icon of vintage Americana. Relunched in 2000 by Nat's daughters, Nat Nast Luxury Originals offers a full collection of sportswear epitomizing casual elegance.

Among the company's more distinctive offerings are its silk paneled shirts, an acclaimed modern interpretation of the original bowling shirt, and its "American Storyteller" collection of limited edition embroidered shirts celebrating unique cultural experiences including such diverse themes as the history of jazz, iconic American baseball stadiums and the invention of the margarita.

Nat Nast is distributed through Nordstrom, Von Maur and more than six hundred fine retailers, resorts and e-commerce venues throughout the United States and the Caribbean. www.natnast.com.

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