

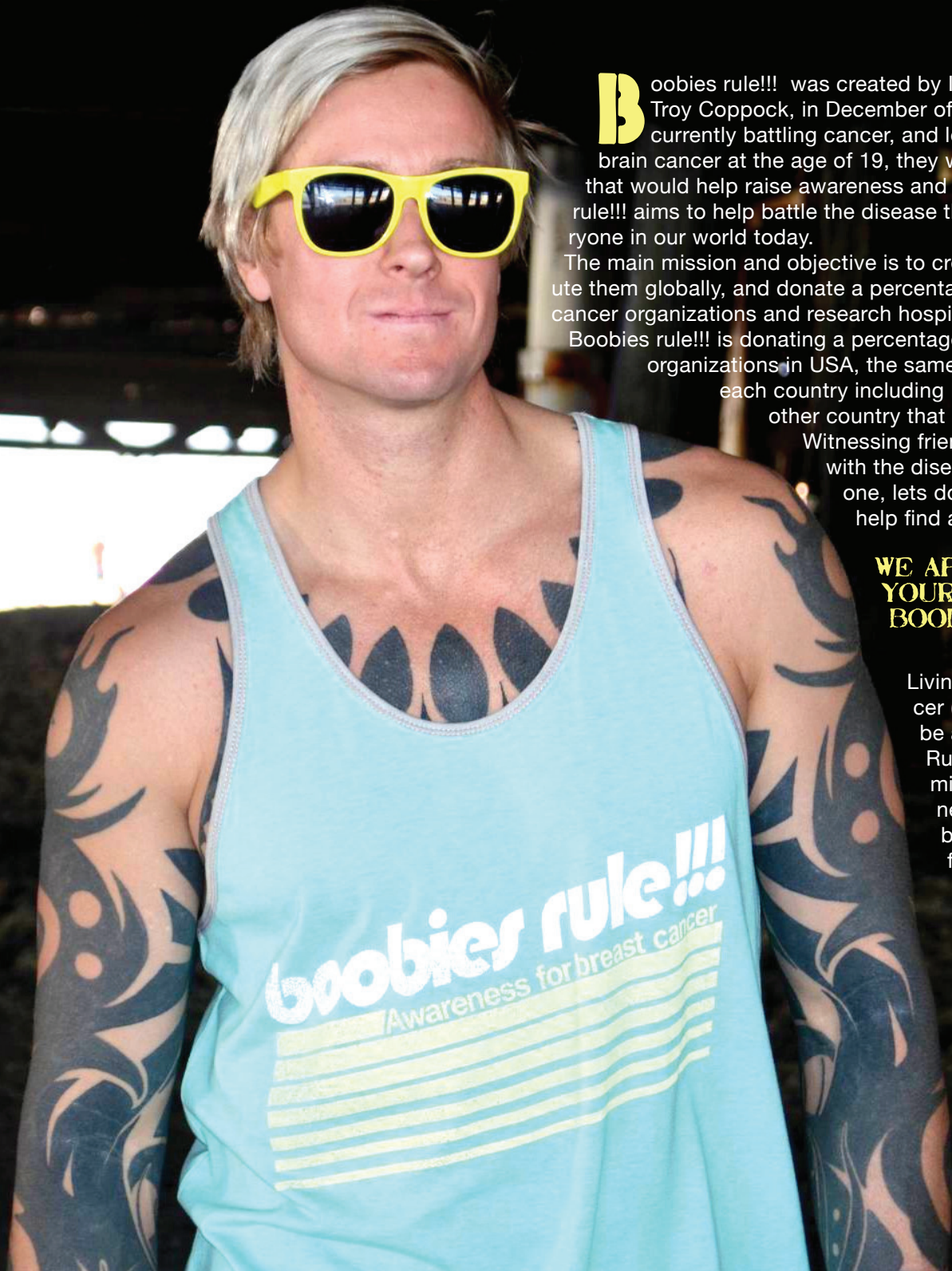


# boobies rule!!!

## FIGHTING CANCER



# OUR MISSION



**B**oobies rule!!! was created by Identical twins Rory and Troy Coppock, in December of 2010. With their mother currently battling cancer, and losing a best friend to brain cancer at the age of 19, they wanted to create a brand that would help raise awareness and donate money. Boobies rule!!! aims to help battle the disease that touches almost everyone in our world today.

The main mission and objective is to create products, distribute them globally, and donate a percentage of sales to various cancer organizations and research hospitals all over the world.

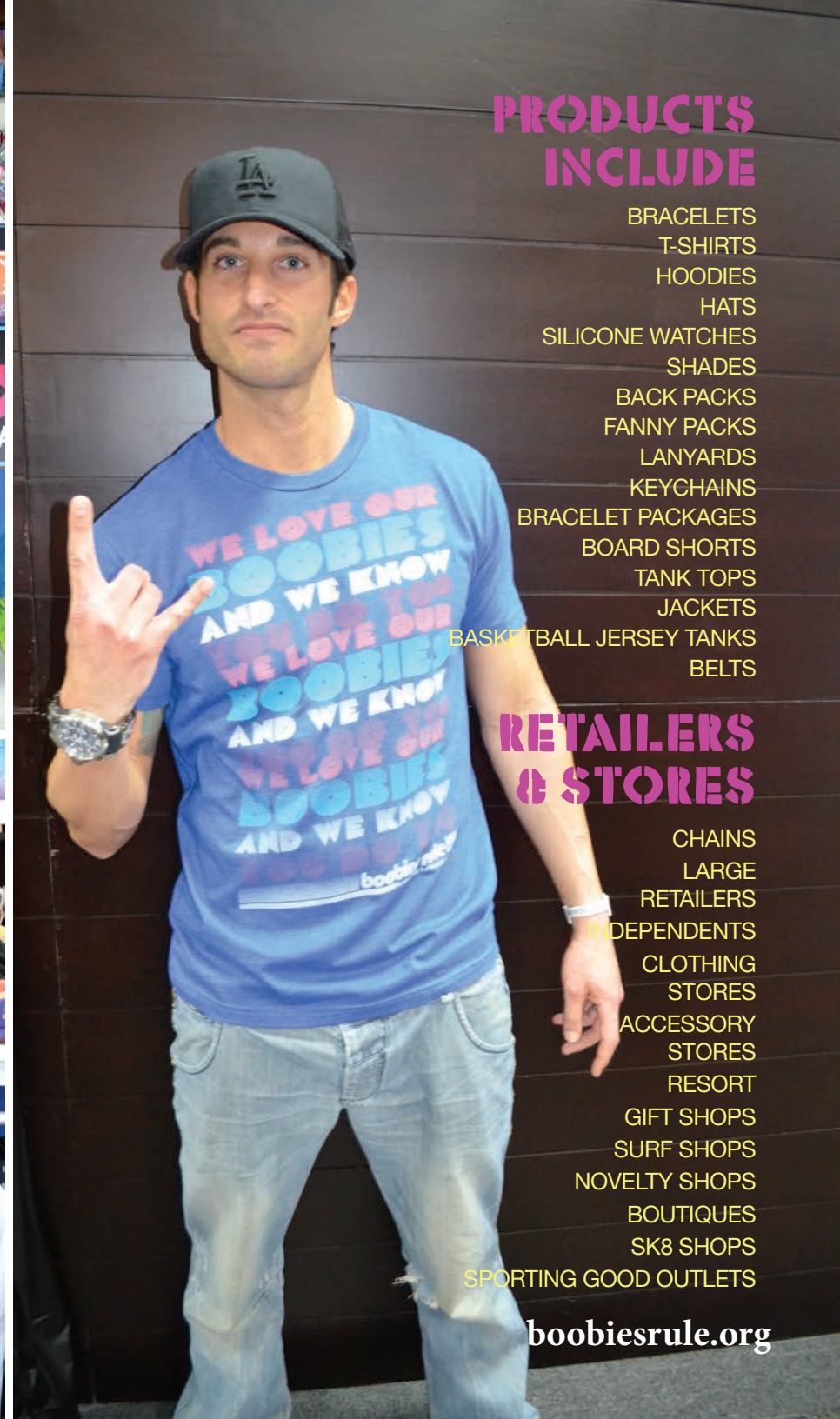
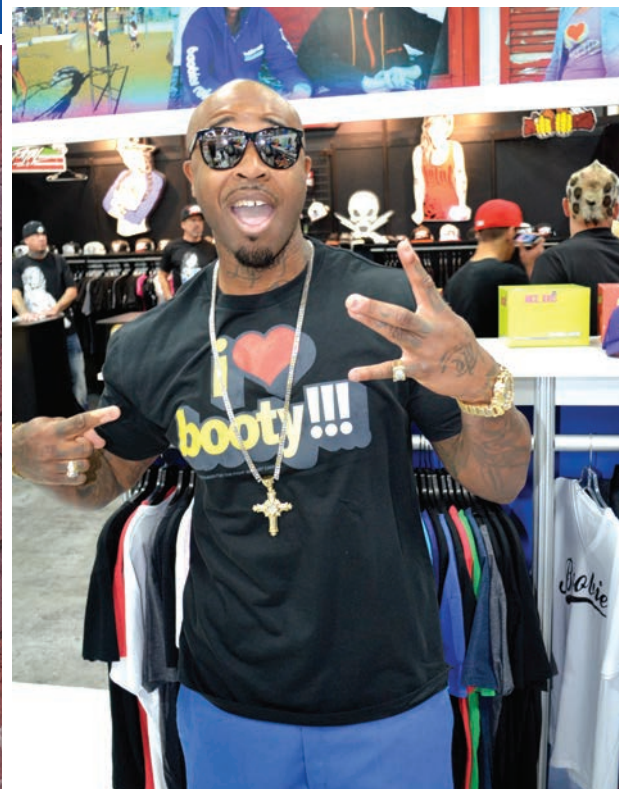
Boobies rule!!! is donating a percentage of all USA sales to organizations in USA, the same formula applies for each country including Europe, Canada and any other country that Boobies rule!!! is sold.

Witnessing friends and family battle with the disease is not easy for anyone, lets do everything possible to help find a cure.

**WE APPRECIATE  
YOUR SUPPORT-  
BOOBIES RULE!!!**

Living Beyond Breast Cancer (LBBC) is thrilled to be a partner of Boobies Rule!!! and to share in their mission to create awareness for the fight against breast cancer. With the financial support of companies like BOOBIES RULE!!!, LBBC can continue to empower all women affected by breast cancer to live as long as possible with the best quality of life.

[boobiesrule.org](http://boobiesrule.org)



## PRODUCTS INCLUDE

- BRACELETS
- T-SHIRTS
- HOODIES
- HATS
- SILICONE WATCHES
- SHADES
- BACK PACKS
- FANNY PACKS
- LANYARDS
- KEYCHAINS
- BRACELET PACKAGES
- BOARD SHORTS
- TANK TOPS
- JACKETS
- BASKETBALL JERSEY TANKS
- BELTS

## RETAILERS & STORES

- CHAINS
- LARGE
- RETAILERS
- INDEPENDENTS
- CLOTHING
- STORES
- ACCESSORY
- STORES
- RESORT
- GIFT SHOPS
- SURF SHOPS
- NOVELTY SHOPS
- BOUTIQUES
- SK8 SHOPS
- SPORTING GOOD OUTLETS

[boobiesrule.org](http://boobiesrule.org)

The screenshot shows a web browser window with the URL <http://www.boobiesrule.org/>. The browser's address bar and tabs are visible at the top. The website's header features the logo "boobies rule!!! Awareness for breast cancer" and a "WHOLESALE ORDERS" button. Below the logo is a Facebook "Like" button showing 22k likes and a "Send" button. A navigation menu includes links for HOME, SHOP, MENS, WOMENS, BRACELETS, CONTACT, VIDEOS, AWARENESS, BLOG, and CART. A search bar is also present.

The main content area is dominated by a large image of a woman wearing a blue bucket hat, pink heart-shaped sunglasses, and a black t-shirt with a blue heart. A white speech bubble points to her with the text: "WE HAVE THE BIGGEST SELECTION! OF BOOBIES STUFF!". Below this image are two promotional banners: one for "NEW GRAPHIC TEES ARE HERE!" featuring a man with a "FUN BAGS" t-shirt, and another for "NEON ACCESSORIES!" featuring a person in a neon outfit. Each banner has a "SHOP NOW" button.

Below the banners are three sections: "BOOBIES NEWS" with a sub-headline "Boobies Rule!!! donates \$50,000.00 to Living Beyond Breast Cancer in the first quarter of business! September 13, 2011"; "COOL NEW PICS" with a sub-headline "Venice Beach Photo Album! Meet Morgan, Taylor, Nikki, and many more of our featured friends!"; and "CONNECT WITH US" with a sub-headline "Speak your mind and post on our wall! September 13, 2011". Each section includes a small thumbnail image.



The screenshot shows a Twitter profile for 'boobiesrule!!' (@boobiesruleorg). The profile bio states: 'boobiesrule!! was created to raise awareness for the fight against breast cancer. We are donating a % of all sales for different breast cancer organizations. Los Angeles, CA. <http://www.boobiesrule.org>'. The profile has 528 followers and 407 tweets. The main content area displays a grid of tweets, many of which include photos of people wearing 'boobiesrule!!' merchandise. A tweet from 'Mediaplanet Canada' is highlighted, mentioning 'Support Breast Cancer Awareness, Support Canadian Entrepreneurship, Vote for @boobiesruleorg 01/14/12'.

The screenshot shows a Facebook page for 'Boobies rule' in Los Angeles, California. The page has 22,343 likes and 444 members. The cover photo features a woman wearing a blue 'boobiesrule!!' hat and a white t-shirt with 'boobiesrule!!' printed on it. The main content area shows a post from 'Boobies rule' dated 12/14/11, which says: 'BOOBIES RULE!! is packing up and getting ready for the MACC trade show in Las Vegas Feb 13th-15th... Hope here we come and we're having fun!!'. There are several comments and likes on this post.

The screenshot shows a Vimeo video player for a video titled 'I Love Motor Boating' by Thirteen Concepts, uploaded 2 months ago. The video player shows a woman in a purple tank top and black leggings running in a city street. Below the video player, there is a description: 'A funny & sexy video we did for an apparel company out of LA called boobiesrule!!! They target generation Y in an attempt to raise awareness and money for Breast Cancer.' There is also a 'Switch to HTML5 player' link.

The screenshot shows a YouTube channel page for 'boobies rule' by 'bodycandybodyjewelry'. The channel has 20 videos. The main video player shows a woman with long dark hair wearing a black t-shirt with 'BODY CANDY BODY JEWELRY' on it, surrounded by colorful 'boobiesrule!!' merchandise. Below the video player, there is a list of other videos from the channel, including 'Christmas Stocking Earrings and Bell', 'How To Change a Button Ring', 'Halloween Jewelry', 'My Piercing with BodyCandy.com', and 'Faux Body Jewelry Cheater Plugs and...'. The video player shows 5,035 views.

# DEMOGRAPHICS & LOCATION



# DEMOGRAPHICS & LOCATION (cont')

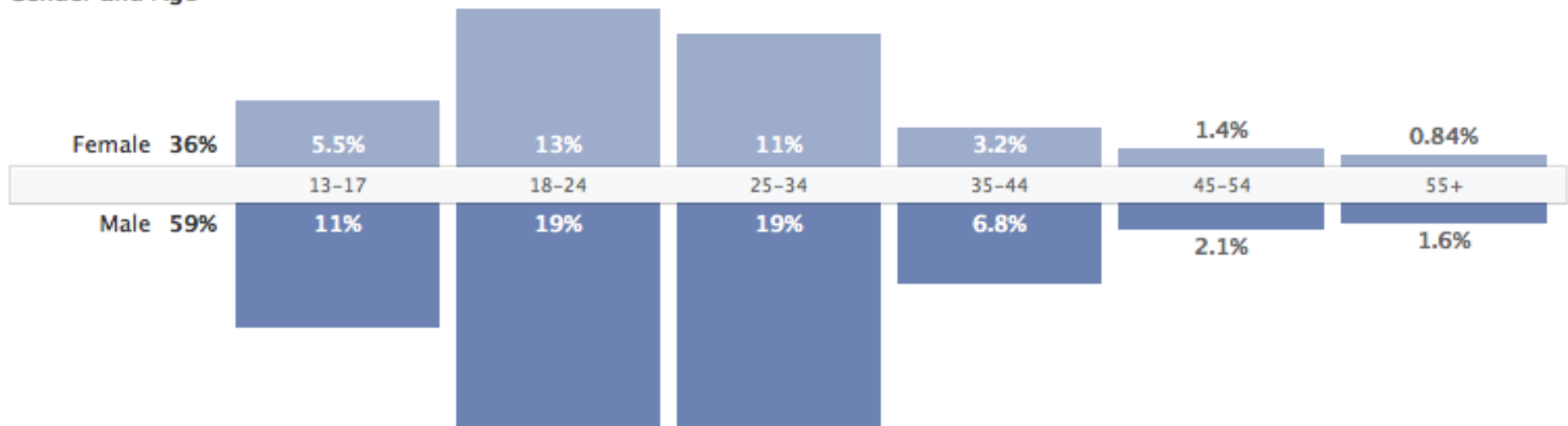


(facebook insights 01/10/2012 - 02/06/2012)

## People Who Like Your Page (Demographics and Location)

[See Likes](#)

### Gender and Age?



### Countries?

5,696 United States of America  
 4,572 Germany  
 1,124 Canada  
 619 Morocco  
 602 United Kingdom  
 590 India

### Cities?

3,439 Frankfurt  
 505 Dusseldorf  
 398 Bangkok  
 381 Frankfurt Am Main  
 281 Rabat  
 246 Dhaka

### Languages?

12,098 English (US)  
 1,247 French (France)  
 1,244 Spanish  
 1,099 English (UK)  
 1,036 Arabic  
 773 Turkish



# EVENTS & TRADESHOWS

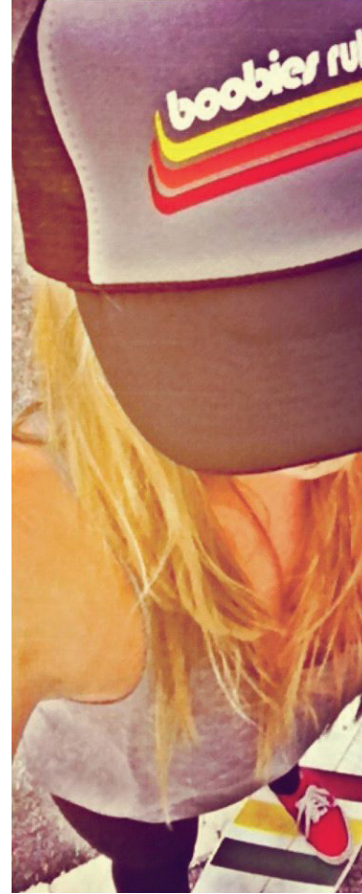
SURF EXPO JANUARY 12-14, 2012 • KNOW SHOW JANUARY 18-20, 2012 • BRIGHT BERLIN JANUARY 19-21, 2012 • ATLANTA APPAREL SHOW FEBRUARY 2-5, 2012 • LAS VEGAS MAGIC SHOW FEBRUARY 13-15, 2012 • COLLEGE CAMPUS EXPO MARCH 4-6, 2012 • ASD SHOW MARCH 25-28, 2012 • LICENSING EXPO JUNE 15, 2012 • NACS SHOW OCTOBER 8-10, 2012.





# YOUNG WOMEN SK8TEAM INITIATIVE

We at Boobies Rule!!! try and use as many vehicles as possible when it comes to bringing awareness to the fight against cancer. We strive to educate people from all walks of life to help with the cause. We've sponsored a team of young women from Florida to help educate their peers and be a beacon for women and men who get stricken with cancer everyday.



THE HOTTEST SET LIST EVER



Lil John/DJ



Bruce Mitchell/REALITY TV STAR SWAMP PEOPLE



Rick Ross/RAPPER



Porsche Briggs/REALITY TV STAR BIG BROTHER



Nikki Burrows/MODEL



Big Sean/RAPPER



Larry Rudolph BRITNEY SPEARS MANAGER



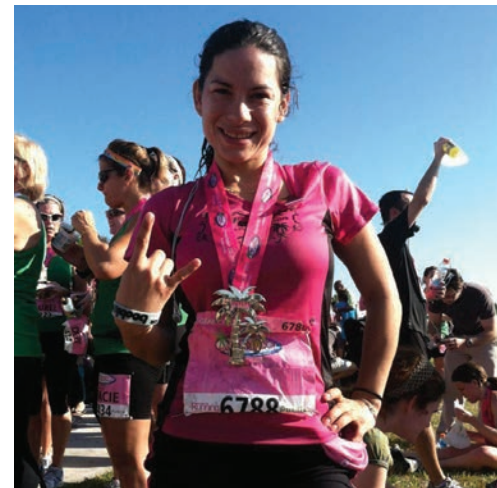
Umpa LUMPA

# HUMOUR & HEALTHY LIVING

An active lifestyle is extremely important if you want to live a quality life. We at Boobies Rule!!! promote all aspects of physical activity and nutrition. Our apparel can be seen from the slopes in Whistler, B.C to the beaches in Mailbu, California.

The point of our brand is to create awareness through a funny and lighthearted message, amongst a serious issue. We feel that the combination of physical activity, laughter and a healthy diet is the best recipe for fighting cancer.

THE BREAST IS YET TO COME ;)





[facebook.com/boobiesrule](https://facebook.com/boobiesrule)



[twitter.com/boobiesrule.org](https://twitter.com/boobiesrule.org)

[boobiesrule.org](https://boobiesrule.org)

INTRODUCING...



FIGHTING CANCER **FIGHTING** CANCER



FIGHTING  
CANCER

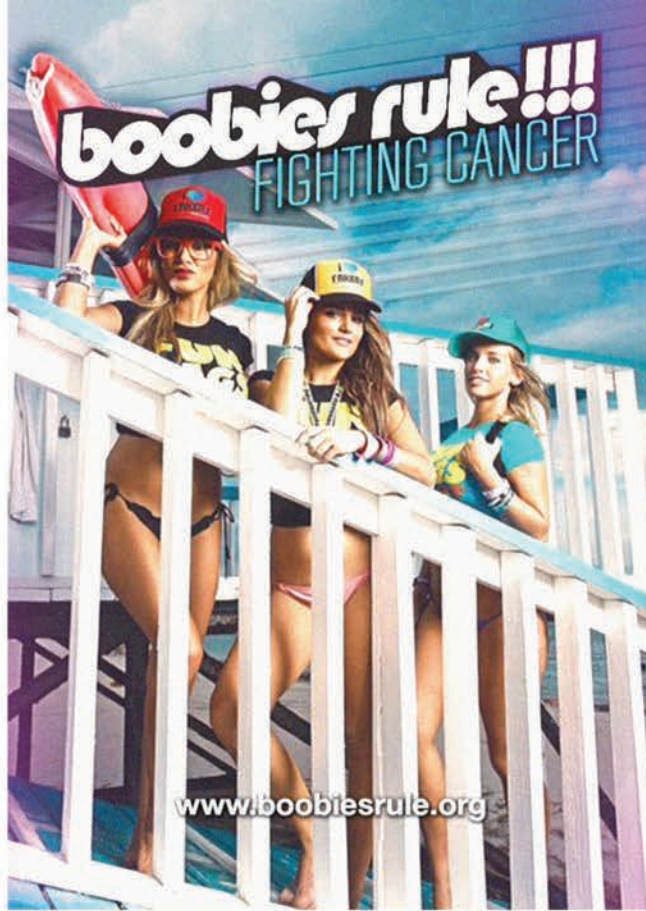
FIGHTING  
CANCER

**OUR MISSION**

*To convey the importance of an active lifestyle and positive outlook to everyone combating the fight against cancer*

FIGHTING CANCER FIGHTING CANCER

*BOOBIES  
RULE!!!  
and  
FIGHTING  
CANCER  
2012  
COLAB'*





**CONTACT**

For partnership opportunities, please contact:

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1(310) 316-7650//Phone

TING CANCER **FIGHTING** CANCER