

Triple 7 Group, Inc.



ONE Industries Announces Partnership with Triple 7 Group

SAN DIEGO, CA - August 24th 2007 – ONE Industries announces its new partnership with the Triple 7 Group. From ONE Industries' principals Ludo Boinnard & Marc Blanchard, "We are excited to be teaming with Triple 7 as our strategic partner to accelerate our growth and increase our competitive advantage. ONE Industries has gone from being a just-starting-out sticker maker to the world's leading Motocross graphic company, as well as an opinion leader in Motocross helmet design/performance, plus, a critically acclaimed growing casual wear brand."

ONE's Brand Manager, Danny Dobey added, "We are excited to now have the resources and experience that Triple Seven are adding to allow us to achieve our long term goals for the brand."

While discussing this exciting step in the evolution of the company and brand, Ludo adds, "The toughest part when you grow your dream to this level, is to ensure you stay true to your original roots and passion. We all believe we have achieved these points so far and now have found the ultimate people to take a long successful business journey with while preserving the purity and culture that is One Industries."

On behalf of the Triple 7 Group, Neil Calvesbert added, "In just ten years, Ludo, Marc, Danny, Russ and the whole team have created an outstanding brand and we look forward to supporting them as they continue to achieve great things with ONE Industries."

Marc Blanchard adds, "Our brand is constantly evolving, we are growing in leaps and bounds and this is due to the exceptional group of people within our company and the passion we all share for what we are doing, this partnership allows us to focus on what we do best and keep driving our brand forward."

For more information on ONE Industries visit www.oneindustries.com