

Live & Tell[®]
BY L.A.T.



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Live & Tell by L.A.T. and Rabbit Skins Announce New Leadership Structure

BALL GROUND, GA — Live & Tell by L.A.T. and Rabbit Skins, prominent brands in the elevated Printwear market, proudly announce a pivotal shift within their ownership and leadership teams. Gina Watson steps into the role of majority owner, bringing renewed dedication and vision for the future. At the same time, Heather Davis maintains a significant ownership position, infusing her expertise to ensure future growth and triumphs.

Gina Watson has also been appointed Chairman of the Board, where she will oversee strategic initiatives and guide the company's long-term plans. This development marks a turning point for Live & Tell and Rabbit Skins as they aim to broaden their influence in the apparel industry.

Furthermore, Jon Hays steps into the role of Chief Executive Officer (CEO), equipped with extensive experience and innovative strategies to propel the business forward. Jeremy Wingo will serve as Chief Financial Officer (CFO), ensuring the company's financial strategies and fiscal management are robust and effective.

Completing our executive team, Rachel Newman joined in March as Chief Commercial Officer. She brings with her an extensive background of over twenty-five years in driving strategic growth and brand evolution. Mickie Schneider, a valued team member since 1982, will maintain her role as a Managing Member, highlighting her essential contributions through numerous leadership positions.

This leadership transition aims to fortify Live & Tell and Rabbit Skins' mission of providing exceptional products that enhance the wearer's experience, emphasizing the company's dedication to growth, innovation, and excellence.

About Live & Tell and Rabbit Skins

As Live & Tell and Rabbit Skins advance, they remain committed to setting themselves apart in the apparel industry with innovative, superior styles that transcend conventional product lines. Their enduring commitment focuses on crafting elevated essentials characterized by unique designs, high-quality fabrics, and stylish yet accessible fits.

Central to their mission is a dedication to quality, safety, ethical sourcing, and sustainability, achieved through compliance with federal and state regulations, CPSIA standards, WRAP certification, Prop 65 requirements, and efforts to reduce their carbon footprint.

Every piece from Live & Tell and Rabbit Skins assures exceptional quality and ultimate softness. Their devotion to high-quality basics and unique designs positions them as leaders in the Printwear sector, supported by an unwavering commitment to quality, safety, and sustainable practices embedded in each garment. Moving forward, Live & Tell by L.A.T. and Rabbit Skins aspire to craft compelling narratives that resonate with their audience, leveraging technology to deepen consumer engagement and transform storytelling in an ever-evolving market.

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