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O-ZELL SODA COMPANY SIGNS EXCLUSIVE LICENSING DEAL WITH URSHIRTINGME.COM

CHICAGO, IL, March 13, 2019: The O-Zell Soda Company, where Walt Disney and his father Elias Disney once worked, has signed an exclusive licensing deal with URSHIRTINGME.COM to extend its brand to t-shirts and other apparel. Two custom designs launched in December 2018, as part of the Walt Disney birthday celebration, which took place at Walt Disney's Birthplace in Chicago. Subsequent Ozell designs inspired by their classic line of soda will follow later in 2019.

"We're so excited to be taking this next step with O-Zell, a brand that has such an amazing backstory and history attached to it with the Disney family" said Dina Benadon a co-owner of O-Zell Soda. "We think Walt and Elias would be proud to see that their inspiration and hard work has enabled O-Zell to come to life in such a meaningful way. URSHIRTINGME.COM is a great partner for us as we extend the O-Zell Soda brand into apparel. Like us, they are passionate about Disney history, and they are committed to creating quality products that aligned with our brand promise."



Bill Sarine from URSHIRTINGME.COM said, "We are really fortunate for this opportunity with O-Zell Soda. It's truly a unique chance to work with such terrific people, and with a brand that helped give Walt Disney his start. The fact that proceeds from O-Zell Soda go to restoring and maintaining the Walt Disney Birthplace Home in Chicago really inspired us. Using our creativity and collaborating with the great creatives at O-Zell, to honor one of the best creative minds ever – it just feels right."



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About O-Zell Soda www.o-zell.com

O-Zell Soda, the latest craze in delectable comestibles, should have first tickled the tongue over 100 years ago, a potation of piquant pleasure to make the Roaring Twenties truly roar. Alas, 'twas not to be, and therein lies a tale to dampen the hanky of those with fragile dispositions. The O-Zell Soda Company was started in Chicago, IL in 1911. In 1912, Elias Disney and Flora Disney, Walt Disney and Roy Disney's parents, took proceeds from Elias' paper route and made the first of several investments in the O-Zell soda company. It was because of the O-Zell Company that the Disneys moved back to Chicago in 1917, where Walt was able to take art classes. Walt, at his father's urging, started to work at O-Zell's including washing jelly jars, pulping apples and packing cartons. The original O-Zell Soda Company went out of business in 1920 after very limited market exposure.

A new O-Zell Soda Company was launched in 2014. Because of the intense connection to Walt Disney and his family, Dina Benadon and Brent Young, who are currently restoring and preserving The Walt Disney Birthplace (www.thewaltdisneybirthplace.org) in Chicago, have resurrected The O-Zell Soda Company to help fund the restoration of the house. The re-imagined soda was officially launched on May 3, 2014 at Walt Disney's former Working Way home in Silver Lake, California.

About URSHIRTINGME.COM www.urshirtingme.com

URSHIRTINGME.COM is a group of four friends in three cities; Chi, L.A. and Austin, who started a company as a way to be creative and stay connected. We love coming up with T's that inspire, support, provoke thought, and reflect truth. Our creative style is an authentic representation of our friendship; honest, quirky and full of lean-forward fun. We make high-quality, comfy t-shirts for real people with real jobs who like to wear a little character on their chest!

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