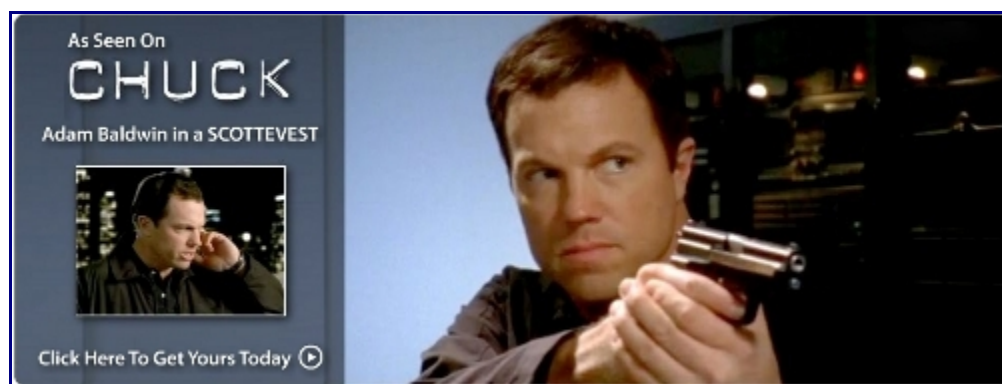


FOR IMMEDIATE RELEASE
Press Contact: Thomas O'Leary
mediarelations@scottevest.com
(914) 924-0338

SCOTTEVEST TRAVEL CLOTHING FEATURED ON NBC'S CHUCK SEASON FINALE *SeV Expands Its Connection to High-Profile Shows, Films and Celebrities*

KETCHUM, ID – May 26, 2010 – [SCOTTEVEST](#)® (SeV) teamed up with the stars of NBC's hit show CHUCK to provide wardrobe for this week's season finale, continuing a long-standing relationship with the spy show. Stepping far beyond their travel clothing moniker, SeV provided the production with spy-friendly [jackets](#) and [vests](#) laden with hidden pockets and a patented system for integrating electronics into clothing. The result: Adam Baldwin (*co-star of CHUCK, Serenity, Full Metal Jacket*) wears SeV whenever he goes on missions, and wrapped up the season wearing two SCOTTEVEST outfits designed with the needs of real spies in mind. Rumor has it that Adam even liked his SeVs enough that he wore one home. The double-episode season finale may be watched [here](#) and [here](#).



While the appearances on CHUCK (nine and counting) are always fun news for SeV followers, fans will need to clear some room on their TiVos to keep up with all of [SCOTTEVEST's on-screen appearances](#). In the recent episode of ABC's FlashForward titled "Better Angels," SeV outfitted an entire team of the show's castmembers, embarking en force and via helicopter on a mission in hostile territory. Dominic Monaghan (*FlashForward, Lost, Lord of the Rings Trilogy*) leads the expedition wearing the [SCOTTEVEST Travel Vest](#), with the show's RedPanda logo emblazoned on the front. Watch clips from this episode [here](#). The Chuck, FlashForward and all other SeV product placements are unpaid – directors and wardrobe designers just love the distinctive look, functionality and personality of the products.

Other notable placements of SeV products include the film Sahara starring Matthew McConaughey. In what is arguably the most action-packed sequence of the film, McConaughey fends off a literal boatload of modern-day pirates while wearing an [SeV Travel Vest](#), and escapes unscathed. HBO's groundbreaking action-drama The Wire also featured SeV products like the [TEC Shirt](#) – particularly appropriate since SeV clothing incorporates a patented system for managing wires from electronics. But SCOTTEVEST's celebrity connections don't end when the cameras stop rolling. Over their 10 year history, SeV has cultivated ongoing relationships with a [long list of celebs](#) with diverse backgrounds. Counted as fans are: actors like Adam West (*the Mayor of Quahog on Family Guy and TV's original Batman*); celebrity authors Amy Tan (*The Joy Luck Club*), Scott Turow (*Presumed Innocent*) and Pulitzer Prize-winner Dave Barry; and even Grammy-winning Jazz musician Herbie Hancock. Director Michael Mann (*Last of the Mohicans, Heat, Collateral*) enjoyed his SCOTTEVEST so much that he ordered them for the whole cast and crew of his film Collateral. Steve Wozniak, co-Founder of Apple and SeV Board Member, is frequently seen wearing SeV - even during his post-*"Dancing with the Stars"* appearance on Jimmy Kimmel Live.

“It is always fun to see our products featured on a popular TV show,” explains SeV CEO and Founder Scott Jordan. “Being a fan of a celebrity and finding out that they are also a fan of your products is a real thrill and a great indicator that we are really creating an innovative, cool and unique product.”

About SCOTTEVEST

SCOTTEVEST is one of the world’s leading travel clothing companies. SeV specializes in stylish jackets, shirts and pants with a unique, patented system of conduits and pockets for carrying, using and enjoying personal electronics. In 2010, SCOTTEVEST became the first clothing company to provide a pocket for the iPad.

Visit our [Wikipedia entry](#) for SCOTTEVEST, Wikipedia entry for [CEO & Founder Scott Jordan](#) or [SCOTTEVEST.com](#) for additional information.

For high-resolution images or interviews please visit

http://www.scottevest.com/company/press_kit.shtml or e-mail mediarelations@scottevest.com. If immediate help is required, please call news media contact Thomas O'Leary at (914) 924-0338.