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## GO FIGURE Fact Sheet 2008

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**Who we are:** Go Figure is a leading Canadian retail and wholesale clothing company focused on designing and manufacturing active wear and accessories for the typical North American woman, size 10 and up. This group of women, generally aged 30-70, are under serviced by mainstream fitness clothing manufacturers and are eager for an alternative. Go Figure provides affordable, high-quality, contemporary, and comfortable active wear to fit the needs and lifestyles of these women. Go Figure was established in 2002.

**Owner:** Kim Ellis-Durity is a certified fitness trainer and instructor, business owner and married mother of two teenage daughters. She has 25 years experience in business and sales. Kim enjoys mentoring women entrepreneurs, remains engaged in an active lifestyle, and works the front-line of her business delivering her retail clients, wholesalers and customers superior one-on-one service.

**The Clothing:** Go Figure has specifically designed a line of size 10 and up active wear for women made to fit and flatter all body types. We manufacture lightweight, washable, and durable clothing designed for activities that a woman in this demographic would participate in: running, walking, biking, yoga, gardening, hiking, tennis, and fitness classes. The line consists of a variety of bottoms including shorts, capris, leggings and yoga pants; tops ranging from tank tops to long-sleeved walking/running tops, and jackets; and base-layer athletic garments and team wear. We customized our own sizing system to more accurately reflect a woman's natural physique:

**Sizes Available:** **0** = Sizes 10 to 12, **1** = Sizes 12 to 14, **2** = Sizes 14 to 16, **3** = Sizes 16 to 18, **4** = Sizes 18 to 20, **5** = Sizes 20 to 22, **6** = Sizes 24 plus.

**Fabrics:** Finest quality technical and blended fabrics are used and designed to wick moisture away from the body for more comfort during workouts and activities. Go Figure clothing is made with the following fabrics: Bamboo; CoolBest; XFactor; Dintex; ChitoSante; Stretch French terry; Fleece bonded to Fleece; Cotton/Spandex; and Polyester/Spandex.

**Manufacturing:** Our commitment to community and environmental responsibility guided the decision to choose a reputable Vancouver-based manufacturing company rather than look outside Canada or our continent. Custom and smaller orders are still produced on-site at the original Go Figure headquarters in New Westminister, BC.

**Team Wear:** Go Figure proudly supports the activities of youth and amateur sports teams and athletes by carrying a line of functional team wear and base layer athletic undergarments. These items focus on the specific needs of youth and adult sports teams ranging from soccer to lacrosse, to rowing.

**Men's line:** Go Figure is introducing four new items for men in 2008. A number of team wear and base layer items are suitable for boys and men.

**Availability:** Go Figure is available in New Westminister at their studio headquarters by appointment only, online, and at the following retailers: The Bay, Bodacious, Diva Fitness, Grand Central, Rackets & Runners, Strides Running Store, Trail Bay Source for Sports, and Your Gym Bag.

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