

**FOR IMMEDIATE RELEASE**

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**FAST YETI TEES TO REBRAND  
FOLLOWING DISPUTE WITH YETI COOLERS, LLC**

**(COLUMBIA, MO, FEBRUARY 11, 2020)** - Yeti Coolers, LLC filed a lawsuit against Fast Yeti Tees in the Western District of Texas in July, 2019 over an objection regarding the term “yeti.” The dispute has been amicably resolved and a confidential settlement agreement has been reached.

Fast Yeti Tees issued the following statement:

[In 2013] we founded our screenprinting and embroidery business as Fast Yeti Tees.

Yeti Coolers, LLC objects to our use of ‘yeti’ as an infringement of Yeti Coolers, LLC’s trademark rights.

After a careful assessment, we determined that we do not wish to allocate the time, energy, and resources required for an uncertain legal proceeding, and decided to settle instead.

Therefore, in the best interests of our employees and all of our families, we have agreed to cease use of ‘yeti’ and put this episode behind us.

Beginning Feb. 18th, 2020 Fast Yeti Tees will be officially rebranding as **Fast Yowi Tees**. A “yowi” (pronounced “yow-wee”) is a reference to the legendary “Australian bigfoot” that has adapted to the outback with a “sixth toe”, rendering him the fastest humanoid believed to exist.

Fast Yeti Tees (FYTees.com) is a custom apparel screen printing and embroidery business that has been operating out of 2703 E BROADWAY, STE. 226, COLUMBIA, MISSOURI 65201 (Broadway Shops) since 2014. Reid Lyle will maintain his position as owner-operator moving forward.

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