

Life Sucks.®

Life Sucks, Inc.

7/9/07

Life Sucks, Inc
CelebratingMistakes.com

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Celebrating Life's Little Screw Ups

Founded in Fall 2005, Life Sucks® is the newest brainchild of Boston's own James Costantini. Life Sucks® provides a rapidly expanding lineup of apparel for both men and women. Initially, the product line will be made up of the classic graphic t-shirt style. In the future plans are to have a lineup ranging from sweatshirts and hats to novelty items including Frisbees and bags.

Our corporate mantra is to celebrate life's little screw ups, however we do in fact realize that sometimes it's true: life sucks! Realizing that, we decided to not only sell products that celebrate life -- and it's subsequent shortcoming -- but to do our part to bring awareness to worthy causes that need our help.

As time goes on, plan include the addition of frequent, limited edition Take Action Tee's, from which all proceed will go to benefit the associated cause. At Life Sucks® we encourage all to not get bogged down by life's shortcoming, but to get up and celebrate life, and all it's little screw ups!

Key Details:

Official Business Name: **Life Sucks, Inc.**

World Head Quarters: **Boston, Ma.**

Official Website: **LifeSucksInc.com**

Tag Line: **Celebrating Life's Little Screw Up's**

Publicized Product Launch: **July 9th, 2007**

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The gang that made it happen

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Our team is made up of a board of successful businessmen in various fields, as well as a select number of dedicated individuals focused on furthering our cause.



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Board Of Directors

- **James Costantini, Founder & CEO**

James is a serial entrepreneur from the Boston area.

- **Vince Costantini**

Successful investment banker located in the Boston area.

- **Jeremy Heilpern, Executive Creative Director**

Award winning designer, and Executive Creative Director of Atlanta-based Firestarter.

- **Colby Coussens**

Salesmen extraordinaire located in the Boston



Our Story

Often times, we find ourselves in less than desirable circumstances. Whether this is personal, emotional, or perhaps even in business, life tends to enjoy throwing the occasional curve-ball.

Once we've been hit with that curve-ball, life provides us two choices: become enraged, and stomp our feet, or to pick ourselves up and laugh about it. In 2006 our fearless leader, and courageous president, James Costantini, set out to start a revolution. James thought that instead of living in denial about how great life always is, why not celebrate the little screw ups we all find ourselves in on a daily basis? Why not laugh about the screw ups, rather than allow ourselves to get caught up in the anger of the moment?

In early 2007, James forged a new friendship with award-winning designer Jeremy Heilpern. It wasn't long before the two set out to make James' long time dream a reality. Shortly thereafter, a new star was born: our good friend Steve. The mission of Life Sucks, and our friend Steve, is to Celebrate life's little screw ups!

Life is not about what status we claim during our time, it's all about how we pick up and move on when the chips are down. Life isn't all about roses, it's got it thorns along the way too. Join us in the celebration of life, and the occasional laugh our lives invoke.



Quality, quality, quality!

When asking our CEO what he cares about, he answered “Quality, quality, quality!” That one word can be used to describe our brand as a whole. And, in return, we ask our employees the same. We cherish both innovation and conformity; creativity and simplicity. In our definition, we are a company of opposites.

We don't want to be like those other big companies; focused on the ROI of the company. We care about the product. When in our design phase, Mr. Costantini went through hundreds of shirts trying to find the right one. If one was too scratchy, or too tight, or not conformable; it was out. We spent days trying to find the right shirt. This is how we deal with our graphs as well. Product testers we put under a the pain of many surveys to find our first graphics. We just kept sending them things, trying to find the nice funny point, and by god, I think we got it.

Our Mission Statement

Life Sucks, Inc strives to create a product that is both funny, but also creative and comfortable. We anticipate that seeing our product will in turn put a smile on peoples faces, and make them laugh. We hope that all customers will be happy, and inspired by the management of the company.

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When Life Sucks®

We take action.

For many people in the world, life does suck. Between the painful and deadly diseases and the merciless killing, some people are left up asking them self's why? Here at Life Sucks, Inc. we believe that its time to start giving back. There are only two real options to fixing these problems, well three but the bureaucrats sucks, and that only leaves us with money and research. Now, since Life Sucks, Inc. doesn't employ a team of scientists, we have decided to take the charity route.

Once a month, Life Sucks, Inc. will be releasing a limited time Take Action™ t-shirt. These t-shirts will be sold exclusively online, and 100% of the proceeds will go to the fund that they are related to. This is a large step forward from what many companies are doing currently. Many of the big guys say that "a portion of the proceeds" are going to charity; but do we ever know how much? That's about to change. With 100% of all proceeds going to the charity, more of your money actually gets out to the people, *and* you get a cool Life Sucks® t-shirt to showoff your loyalty to a worthy cause.



**American
Red Cross**

Together, we can save a life



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Life Sucks Brand Classic Graphic Tee's

Our initial product lineup consists of seven different graphic designs, all of which can be previewed below:



Life Sucks.® Life Sucks.® Life Sucks.® Half Empty



Life Sucks.®



Life Sucks.®



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Official Product Launch

July 9th, 2007!

What is a product launch?

A Product launch is a full event and marketing based launch for our products. No products will be sold before that day. Although the website launch is June 20th, the store will not be open for sales. The launch will be a large extravagance for the city of Boston. We will have advertised street teams walking around with different flyers, and a few more surprises that will help boost product sales in the 1st week. Using the street teams, we can get to know the customers, and the customers can get to know us.

Why July 9th?

Well, as you should know, July 4th is on a Wednesday this year. So, we did some thinking, and decided that people are going to take a longer vacation, and are probably going to head back to work on the 9th. So, we don't know about you, but after a nice vacation, we hate getting back to work, and life kind of sucks because it's a flash back to reality. We believe that the 9th is overall a great choice for the day, plus its summer and people always want a break!

Where is the product launch going to be?

For a simple answer, the great City of Boston. Were not ready for a nation launch, and Boston is know for being amazing with events, so we decided to hit that first. Also the fact that we are based there helps. The street teams will be spread around the city in high population places like Faunal Hall, the parks, and other points of interest. Be sure to stop by and see what we have planned!

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Sales & Retail Information

This is probably one of the more important questions: How, where and for how much?

For the Life Sucks® t-shirt line, we are doing something unique- leveling the playing field. Instead of offering t-shirts direct for one price, then offering t-shirts from vendors for another, we are controlling the price, so there is no competition for our loyal shops.

T-shirts will be sold online for \$20. Our website has a state-of-the-art website cart, just like those big guys, for online orders. Everything that those big guys have we have as well, including going above and beyond the industry standard with security.

In addition to selling the shirts online, shirts will be sold at local stores. These stores can buy the shirts at a discounted rate, so they can make a profit, but in return for the big discount, we ask the stores to limit the price of the shirt from \$18 - \$22. We feel that this makes everything fair for our life sucks crew.



In Conclusion...

When it's all said and done, we need you to get in touch with us! Whether you are a media outlet, corporate retailer, or everyday consumer, we need you!

- **Check us out online**
<http://www.lifesucksinc.com>
- **Call us**
+1 877-7LS-CLOTHES (877-757-2568)
- **Send us some mail (it makes us smile)**
PO Box 605 Weston, MA02493

On behalf of everyone at Life Sucks®: we look forward to hearing from you!

