

CARSTACHE LLC

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FOR IMMEDIATE RELEASE

Carstache™ Car Mustaches - The New Global Leader in Automotive Facial Hair

San Francisco, CA -- May 12, 2010 -- [Carstache LLC](http://www.carstache.com) has unveiled a new product that literally changes the face of the entire automotive industry, the "Carstache", a line of luxurious mustaches made to adorn the grille of cars and trucks.

Carstache™ is the global leader in automotive facial hair, officially endorsed by the American Mustache Institute, delivering the most prestigious in car mustaches. The inaugural Carstache™ product line offers mustaches in a variety of colors including *Wisdom Grey*, *Legendary Blond*, *So Hot Pink*, *Classic Black*, and *Firestache Orange*.

Carstache™ quietly opened for business in mid April, and since has already caught some attention with Hollywood celebrities including Khloe Kardashian (So Hot Pink) and L.A. Lakers, Lamar Odom (a custom purple and gold 'stache).

Why wear a Carstache? "It's just absurd and funny" explains Carstache™ founder Ethan Eyler. "When people see a Carstache™ on the streets they freak out! It's a feel-good thing that cracks people up and makes them smile".

Eyler further explains that while some highly celebrated individuals wear their Carstache on a day-to-day basis, for most the Carstache™ is a flare piece for events and special occasions like tailgates, Father's Day, sporting events, Bar Mitzvah's, weddings, Halloween, NASCAR, and Cinco-de-Mustache. As Eyler puts it, "When you drive into a tailgate with a Carstache™ you get free beer, hot dogs, and high fives".

From the Hills of Hollywood to the Plains of Panama to the Alps of Awesometown, let it be known that the Carstache has arrived. Your car grille has been naked until now. It's time to strap a 'stache, buckle up, and enjoy the ride!

Carstaches can be purchased online for \$39.00 at www.carstache.com.

ABOUT CARSTACHE LLC

Carstache LLC is the global leader in automotive facial hair. Carstache car mustaches became available for retail purchase on April 12th, 2010. Carstache LLC is located in San Francisco, CA and each Carstache is made in the USA.

High Resolution Carstache images are available for download on the Carstache website:
<http://www.carstache.com/pages/press-materials>

CONTACT

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