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Jay McCarroll Announces Collaboration with Lisman Holdings, Inc. for the Expansion of the Jay McCarroll Label

WILKES-BARRE, PA – July 28, 2011– Jay McCarroll, the fashion designer known for winning season 1 of Project Runway as well as season 7 of Celebrity Fit Club, has entered into an agreement with Lisman Holdings, Inc. (LHI) to collaborate on branding, business development, and product line expansion for the Jay McCarroll label.

“LHI is very excited to be working with Jay,” said Jennifer Lisman Hess, Vice President of Lisman Holdings, Inc. “Jay has an incredible amount of talent, ambition and drive. Helping Jay to focus his talent and energy in new directions will be a rewarding experience for everyone involved.” Jay and LHI have recently launched Jay’s new website, www.jaymccarrollonline.com. The website has information about Jay, his product line, upcoming events, and an online store for the Jay McCarroll label.

“I am so excited to have aligned myself with Lisman Holdings, Inc.,” said Jay. “I am very much looking forward to expanding the Jay McCarroll brand into new and exciting markets and I know my customers are equally excited to have access to inspired new products”

“It is a real privilege to have been chosen by Jay to collaborate with him on growing and expanding the Jay McCarroll label,” said Jerry Lisman, CEO of Lisman Holdings, Inc. “Jay’s unique design perspective and the experience of Lisman Holdings will bring many exciting new products and product categories to market in the coming months.”

For more information about the Jay McCarroll or Lisman Holdings, visit www.jaymccarrollonline.com or www.lismanholdings.com.

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