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10PERCENT.COM, PRIAPE CHOOSE MODEL CONTEST WINNER



By G. Zisk Rice
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LOS ANGELES—Jerrad V. Swodeck of Washington, DC, was named the winner of 10Percent.com's "Priape Wear Search for the Face" model contest. He received a \$1,500 clothing prize package and a modeling contract from Priape Wear.

Swodeck, 26, obtained 422 votes on the 10Percent.com website. Public voting was a key component in the process, the e-tailer said, and

Swodeck's 77-vote lead gave him an edge in the final round. The ultimate decision was made by Priape Wear.



"Thank you to all who helped choose me," the new model said. "I truly appreciate it. I wanted to be a model for years, but growing up the ugly kid really didn't help."

The Priape Wear Search for The Face model contest began April 20. Contestants entered by submitting a photo and a completed questionnaire upon which voters were asked to make their decisions. Once the contestant enrollment period ended June 18, Priape Wear and 10Percent selected finalists, who advanced to the interactive round on June 26. Public voting ended Aug. 26.

Priape Wear, founded in 1998, is a contemporary clothing label created to cater to open-minded young men with a thirst for fashion and uniqueness. The label's product lines include T-shirts, jeans, shorts, underwear, swimwear and accessories. Recently, Priape Wear launched a subdivision called GBGB, a premium line of T-shirts and underwear geared to the high-end gay consumer. The line retails in almost 300 stores around the globe.

For more information about 10Percent, a division of Village Lighthouse Inc., visit 10Percent.com. For more about gay clothing company Priape Wear, visit PriapeWear.com.

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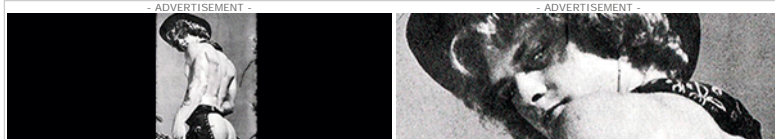
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