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## **T-Rex® Brand Teams Up with National Radio Sports Authorities: ESPN's *Mike & Mike***

Avon, Ohio (February, 2017) – Two powerhouses are joining forces as T-Rex® brand of ferociously strong tapes teams with *Mike & Mike*.

"We are thrilled to team with *Mike & Mike* and ESPN Radio. Their contrasting sports opinions make for a fantastic show; and we know that 'what makes them different makes them great,'" says Bill Kahl, executive vice president marketing, ShurTech Brands, LLC, the manufacturer of T-Rex® brand. "Similarly, what makes T-Rex® Tape different is what makes it great. Unlike other utility tapes, T-Rex® is made with super-durable, extra-thick materials to work longer and hold stronger – making it a great tool for everyone."

By growing the relationship with *Mike & Mike*, fans can learn how they too can incorporate T-Rex® brand products into their sports and household activities. The T-Rex® brand radio campaign will feature exclusive ads that will be heard during the weekday morning show *Mike & Mike*, hosted by Mike Golic and Mike Greenberg, which focuses on the day's biggest sports topics. *Mike & Mike* airs 6 – 10 a.m. ET, Monday – Friday, on ESPN Radio – the country's largest sports radio network – and ESPN2 and can be heard via ESPNRadio.com, the ESPN app, SiriusXM Channel 80, Apple iTunes, Slacker Radio and TuneIn.

T-Rex® Tape is the perfect tape for any project – where only the best will suffice. Whether it's simple, around-the-house fixes, sports activities or extreme repairs, there's no project too big or too small for this Ferociously Strong Tape®. This double-thick, super-aggressive adhesive allows the tape to offer superior hold on more surfaces than other ordinary tapes – including rougher and dirtier surfaces in a wide range of temperatures and humidity levels. T-Rex® Tape also is specifically designed with a thick UV-resistant skin which gives the tape its famed holding power – inside or outside.

T-Rex Tape is now available at retailers nationwide. For more information, visit [trentape.com](http://trentape.com).

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### **About ESPN Radio**

ESPN Radio, the country's largest sports radio network, ESPN Deportes Radio, [ESPNRadio.com](http://ESPNRadio.com), and ESPN Podcasts comprise ESPN Audio. ESPN Radio, which launched January 1, 1992, provides more than 9,000 hours of talk and event content annually, reaching 20 million listeners a week on 500 nationwide stations, including more than 375 full-time affiliates and clearance in the top 25 markets. ESPN owns and/or operates stations in New York, Los Angeles, and Chicago. ESPN Radio programming is also available on SiriusXM and via digital distributors Apple Music, Slacker Radio and TuneIn.



### **T-Rex® TAPE**

T-Rex® products use modern, next-generation technology to produce top-quality tapes that perform well in all conditions – helping everyone from DIYers and professionals to extreme sports and outdoorsmen get the job done. T-Rex® Tape, marketed and manufactured by ShurTech Brands, LLC, is available at retailers nationwide, as well as Canada. For additional product information, visit [trextape.com](http://trextape.com), find us on Facebook® ([facebook.com/trextape](https://facebook.com/trextape)), follow us on Twitter® ([@trextape](https://twitter.com/trextape)) or watch us on YouTube® ([youtube.com/trextape](https://youtube.com/trextape)).

### **SHURTECH BRANDS, LLC**

ShurTech Brands, LLC, markets DIY (Do It Yourself), EIY (Express It Yourself) and Home & Office consumer products under the Duck®, FrogTape®, T-Rex® Tape, Painter's Mate Green® and Shurtape® brands. The company is a subsidiary of Shurtape Technologies, LLC, Hickory, N.C., an industry-leading producer of pressure sensitive masking, duct, packaging and specialty tape products, with facilities in the United States, Canada, United Kingdom, Germany, Mexico, Peru, United Arab Emirates and China. Shurtape services numerous markets, including industrial, packaging, HVAC, professional paint, auto, marine, aerospace, arts and entertainment, and retail. Shurtape also manufactures and markets the Shurtape® and Kip® brands. Visit [shurtech.com](http://shurtech.com) for more information.

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