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FOR IMMEDIATE RELEASE
May 4, 2007

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ON LOKATION

ON LOKATION PRESENTS "SPRING FEVER"

Socialite and Model Katie Rost hosts "Spring Fever," the fashion and design-themed charity event in the soon to be National Crime and Punishment Museum

WHO: On Lokation, the roving fashion retail concept with socialite and model Katie Rost

WHAT: Design-themed shopping and cultural experience

WHEN: 6:00pm - 10:00pm, Thursday, May 17th, 2007

WHERE: 575 7th Street, NW, Washington, DC 20004

WHY: Shop and support the well deserved HoopsForAfrica , a HIV/AIDS charity for youth in Africa

HOW: Please RSVP to the media list at info@onlokation.com

DOOR: Tickets \$40; \$50 at the door

WASHINGTON, DC - On Lokation, the roving fashion-retail concept, continues its savvy shopping and cultural experiences with its upcoming spring and summer event, entitled "Spring Fever", on May 17, 2007 at the Tishman Speyer Main Tower location, which is the future home of the National Crime and Punishment Museum.

"Spring Fever" is a luxury shopping and art-infused event for hipsters, style connoisseurs and socialites, alike, delivering high fashion from designers from Italy, New York, and Toronto.

"Imagine your favorite store from any of those cities, the art from your favorite museum and the food from your favorite restaurant all in one space, with your favorite DJ," says Kellie Crawford On Lokation's principle.

On Lokation will be "on location" on a gritty canvas of 9,000 square-feet of pre-construction raw space. Interior and interpretive design will be executed by the Jackson Design Group, LLC.. The Remedy Furniture is providing the contemporary interior design installation. Featured artists include metal sculptor Chris Tousimis and painter Alison Poland. Other artwork will be provided by the esteemed Zenith Gallery.

Stockholm Krystal Vodka is the exclusive spirit patron of the evening. Guests will experience it with hors d'oeuvres and the new Fever stimulation beverage. They will also enjoy runway presentation including the spring/summer collections from Lia Kes, Majo Lab, Jim Barnier, Susan Farber and the launch of the men's wear collection R.Lucien, whose philosophy focuses on a mix of fine tailoring and contemporary details.

The full experience is all under the glare of lights and cameras of the CW Network's Late Night with Erik Haase and all for a good cause. A portion of the proceeds from the event will benefit Hoops for Africa, an organization dedicated towards HIV/AIDS awareness for youth in Africa. Thus far, Hoops for Africa has reached over 26,000 kids in three different countries, Cameroon, Kenya and Botswana. Their goal is to reach 2 million kids continent wide. Since 2003, supporters have included Chris Tucker, Larry King, Congressman Donald Payne, Senator James Inhofe, Ambassador of Botswana, Gabon and Rwanda, Morgan Stanley, and Verizon.

"This is a unique shopping experience for Washington, DC's fashion elite," says Crawford. "It is a lifestyle event set in partnerships. The people who start fashion trends, appreciate contemporary art, and believe in social innovation all have a similar aesthetic. Spring Fever is set to be the high-fashion and cultural experience of the year."

On Lokation is a lifestyle driven men and women's retail concept. It combines the best of its high fashion with art, architecture, interior design and music through its ever-growing network of revolutionary artists. With a history of partnerships with both corporate and private firms, it is on the frontier of cross-branding and co-marketing. Previous events have been held at the award-winning Numark Gallery and the former Ford Model-T showroom at the T-Street flats.

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Please RSVP to the media list at info@onlokation.com. If you would like more information about this event, please contact Nyia Hawkins or Rasul Sha'ir. For more information about On Lokation please visit www.onlokation.com.