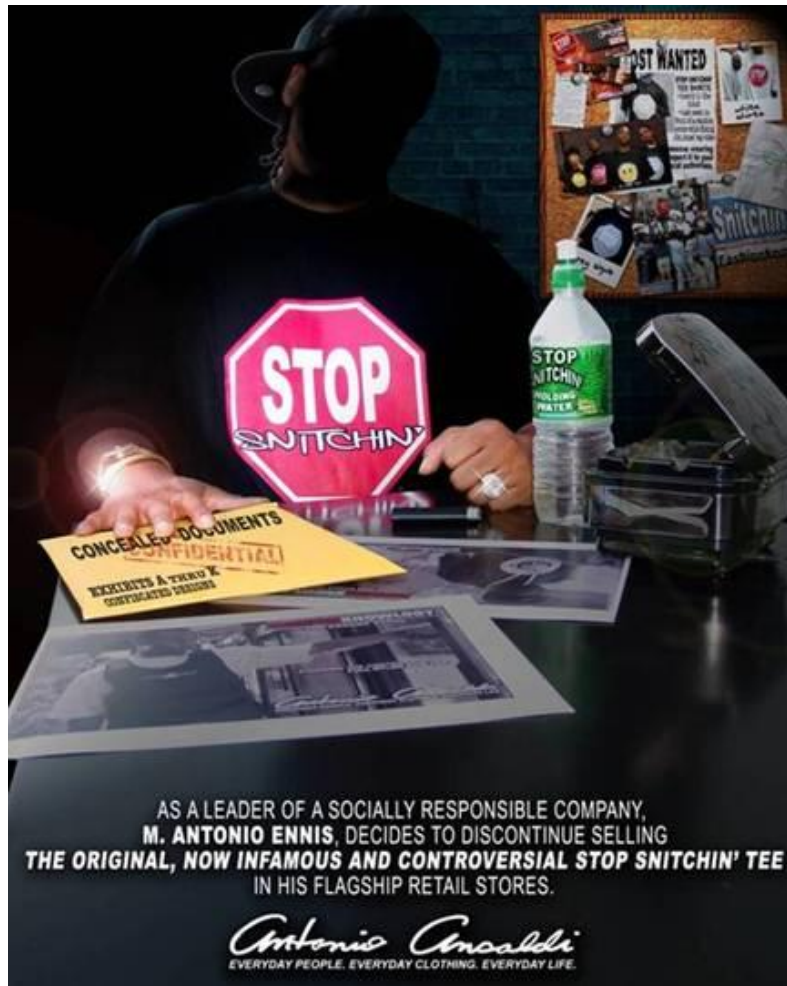




**Antonio Ansaldi pulls their famous Stop Snitchin' T-shirt from store shelves to send a socially aware and positive message**



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Antonio Ennis, CEO of Antonio Ansaldi, has pulled the controversial and now infamous Stop Snitchin' T-shirt off his flagship store's shelves after meeting with the Mayor of Boston, Thomas Menino and discussing the issues regarding his company's T-shirt design. The Stop Snitchin' shirt has been criticized by city officials, community leaders, and mothers of homicide victims who say that the T-shirt promotes a message of violence that has been used to intimidate witnesses of violent crimes. With the rising crime rate in Boston's inner cities, Mayor Menino recently held a press conference stating that all "Stop Snitchin'" T-shirts would be removed from retail stores who carried them. As the original manufacturer of the Stop Snitchin' T-shirt, Antonio Ansaldi was approached about the situation where they made statements initially refusing to take them off store shelves because it has been a staple in his store for the past six years. The news media consequently incited "war" of words between,

company owner Antonio Ennis and Mayor Menino which led to a public meeting at the store location ending with the shirt being taken off shelves willingly by Ennis and the Mayor himself.

Among all the controversy, there has been many generalizations about the T-shirts underlying message and the wearers of the T-shirt. Over 10,000 Stop Snitchin' shirts have been sold in the past three years and furthermore are predominantly purchased by customers who reside in suburban areas throughout the US. This indicates that the original media perception that this T-shirt is only worn by "gang members" is incorrect and they are being worn by everyday people who just want to make a fashion statement like their favorite rap artists. Antonio Ansal di Stop Snitchin' shirts only feature a parody of a city stop sign but knock-off versions of the shirt with violent interpretations such as bullet holes and dead rats with their tongues cut out bleeding have been prevalent in other retail stores. Antonio Ansal di does not manufacture or support these T-shirts but does believe that their own Stop Snitchin' shirt can still be interpreted the wrong way by certain individuals and families who have lost a loved one without bringing the killer to justice. There have been reported incidents of individuals who have worn the T-shirt in Boston courtrooms which prompted city officials to point the finger at Antonio Ansal di for making the T-shirt. People fail to take into account that Antonio Ennis has used Antonio Ansal di to employ and empower local youth, support and sponsor social causes, and has given back to his community through events like annual Thanksgiving turkey giveaways.

As a socially responsible company, Antonio Ansal di has put the Black community before profit by choosing not to exercise their 1<sup>st</sup> Amendment Right. The company has discontinued selling the T-shirt in their stores to relieve this delicate situation and set an example for other stores that may be carrying the more violent Stop Snitchin' T-shirts. However, simply removing the Stop Snitchin' T-shirt from store shelves will not deter the violence that plagues the Black community in Boston and in other cities around the country. Although Ennis may not agree with all the generalized arguments set forth to criticize the T-shirt, he recognizes the negative connotation associated with the shirts and impact that they may make in his community. Antonio Ennis believes that he did the right thing by removing the shirts from his store because of the adverse affect created by the media which may impact his potential for receiving business loans, investments, and community service for Antonio Ansal di. Antonio Ennis plans to create a T-shirt which promotes peace for the mothers and families of murdered victims who have supported him through this whole ordeal and hopes they will receive the same popularity. He sees the bigger picture because the Antonio Ansal di collection is much more than just the Stop Snitchin' T-shirt and will strive to become a market leader in the growing urban apparel industry.