

Mass Luminosity Signs Licensing Agreement With Culture of Clothing

DALLAS, Texas - Thursday, July 25, 2013 - Mass Luminosity, Inc., announced today that it had signed an exclusive worldwide licensing agreement with Culture of Clothing for the production of apparel and wearable items using the Human Power trademark.

"We are honored to be the driving force behind this brand devoted to uplifting ideas," said Joseph Steffen head of brand development for Culture of Clothing.

"My Human Power is more than the product it sells and the people who work here. The Human Power brand is about anyone that shares our passion to affect positive change in the world," said Dan Rodriguez Head of Culture of Clothing's Lifestyle Development.

"We are excited to see the Human Power brand seek a direction of its own, said Angel Munoz, CEO of Mass Luminosity. "We've successfully sold t-shirts, gaming PCs and even gaming mice with this brand, but this new initiative takes our brand to new heights of execution, quality and diversity."

Culture of Clothing will start by launching an entire new line of Human Power premium t-shirts designed specifically for the Mass Luminosity community. Please visit www.MyHumanPower.com on **Monday July 29th, 2013** for the launch of the new Human Power premium t-shirts.

About Mass Luminosity

Mass Luminosity is one of the world's fastest growing social media communities, creating powerful experiences for gamers and technology enthusiasts. On the web it's located at www.massluminosity.com and on Facebook it's located at www.facebook.com/MassLuminosity

About Culture of Clothing

Culture of Clothing is a brand and lifestyle development group based in Dallas Texas. We enhance products, and content by exploring the nuance of a customer's needs and fulfill on those needs. With over seventeen years of luxury retail experience and an eye for what works best in many situations, we deliver a product and experience unmatched in the industry. Visit our Facebook page at www.facebook.com/myhumanpower

About The Human Power Icon

The human power icon was first conceived by Angel Munoz as an exclusive symbol for the global Mass Luminosity community. The icon is a unique combination of the 'power symbol' indicating that a control activates or deactivates a particular electronic device and the 'Helvetica man' originally designed in 1974 for the U.S. Department of Transportation to represent a person. It's now a trademark of Mass Luminosity, Inc. and its significance has evolved to represent the human ability to effect positive change in the world.