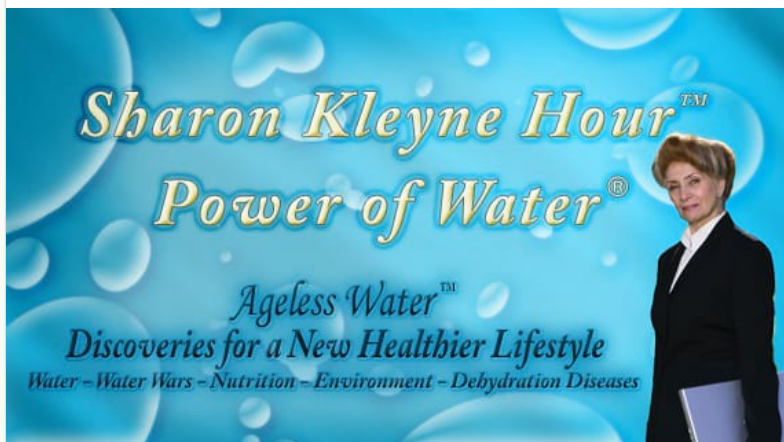


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**Sharon Kleyne Hour**  
**Monday at 10 AM Pacific**  
**June 23rd 2008: "Ultraviolet Protective Apparel"**

Adam Perl (Higganum, CT), Owner and President of the Alex & Me Company, a multi-brand UV retail store, discusses the difference between SPF (Sun Protection Factor), for sunscreen, and UPF (Ultraviolet Protection Factor), for clothing and swimwear. The UPF rating system was first developed by the Australian Government to inform and protect their citizens from the sun's harmful rays. The Alex & Me Company was founded in 1997, to import UV swimwear and UV clothing from Australia. Since then the company has grown to offer dozens of both domestic and international brands.

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