

**FOR IMMEDIATE RELEASE**

**Prep Sportswear™ Announces Partnership with 5A Texas Football**

*Prep Sportswear's partnership with 5A Texas Football brings custom apparel to Texas High School Football*

**SEATTLE, WA, February 29, 2008** – Prep Sportswear ([www.prepsportswear.com](http://www.prepsportswear.com)), an on-demand retail platform, offering personalized products and the Web's largest school and team sports marketplace, recently announced a partnership with 5A Texas Football to offer a customized ecommerce solution to their 5ATexasFootball.com web site.

The online customized stores will offer t-shirts, sweatshirts, sport shirts, hats, bags and accessories for the 245 high schools covered by 5ATexasFootball.com.

5A Texas Football was founded in 2001 and is located in Houston, Texas. They provide objective analysis and content that accurately portrays the 245 teams that make up the Texas 5A classification. 5A Texas Football.com was the most visited high school football website on the Internet in 2007 according to web information specialist Alexa.com

Prep Sportswear, based in Seattle, is an experienced on-line retailer of custom apparel products, already working with thousands of teams, schools, booster clubs and other organizations. Prep Sportswear offers high-quality products with blanks provided from a variety of branded suppliers, including Nike®, adidas®, Champion® and American Apparel™.

The partnership will provide Prep Sportswear expanded distribution into the deep-rooted and rich tradition of Texas High School Football.

Chad Hartvigson, Chief Executive Officer of Prep Sportswear, said, "We are excited to partner with 5A Texas Football and to be a part of the rich tradition of high school football in the State of Texas. We believe this partnership will enhance both company's offerings and expand the market for high school related products throughout Texas."

For more information, please visit [www.prepsportswear.com](http://www.prepsportswear.com)

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**About Prep Sportswear**

Prep Sportswear is the leading online marketplace empowering individual consumers with similar interests to create, design and buy personalized products. Initially focused on serving schools and teams, Prep Sportswear is rapidly growing into the booster club, collegiate, corporate and recreational sports markets. Our vertically integrated technology platform, on-demand dynamic imaging, automated manufacturing and fulfillment process, and partner integration solutions result in a highly scalable platform.

The company's solutions help schools, teams, booster clubs and community service organizations improve fundraising capabilities, increase revenues, and reduce the cost and complexity of managing and marketing apparel and uniform purchasing. Prep Sportswear is a growing network of over 600,000 stores, covering 4.3 million teams worldwide and offering over 100 billion unique product combinations with the ability to personalize each item.

Prep Sportswear is privately funded and located in Seattle, WA. For more information, please visit [www.prepsportswear.com](http://www.prepsportswear.com).

**About 5A Texas Football**

5ATexasFootball.com was founded in 2001 as a way to provide in-depth coverage of Texas' largest UIL classification. The founders of 5ATexasFootball.com are former students and football players of Texas 5A high schools. They know firsthand the excitement that surrounds Texas football and work diligently to provide objective analysis and to write custom content that accurately portrays the 245 teams that make up the classification.

5ATexasFootball.com was the most visited high school football website on the Internet in 2007 according to web information specialist Alexa.com, with 1.6 million visitors and 14.5 million page views.

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