

FOR IMMEDIATE RELEASE

Prep Sportswear™ Expands Ecommerce Platform to Include Custom Designs

Web's leading school and team marketplace expands ecommerce platform to provide custom designs

SEATTLE, WA, March 26, 2008 – Prep Sportswear (www.prepsportswear.com), an on-demand retail platform, offering personalized products and the Web's largest school and team sports marketplace, today announced the ability for users to upload custom designs to their over 600,000 stores. The new Prep Sportswear Custom Design feature gives teams the ability to quickly upload their own customized design or logo to their store.

The Prep Sportswear application gives consumers the ability to upload custom designs in order to purchase branded spirit apparel and accessories for their team. The custom design feature can be combined with Prep Sportswear's free automated fundraising program to enhance the fundraising potential of each team store.

"We're excited to extend Prep Sportswear's technology platform and continue to provide innovative services to our customers," said Chad Hartvigson, CEO of Prep Sportswear. "The custom design feature strengthens the Prep Sportswear experience, enhancing the users' ability to customize merchandise, as well as raise funds and team spirit."

The Prep Sportswear site, which currently has more than 600,000 team and school stores, offers a viral community where teammates, coaches, parents, students and fans can create, design and buy personalized products for their school or team.

"The custom design application enhances the Prep Sportswear platform and will allow us to further expand our market and potential," explained Mayumi Hasegawa, Marketing Manager of Prep Sportswear. "The application will provide a more customized offering to our community."

Players, coaches, parents and fans can fast and easily place customized no minimum orders online and receive their order in four business days. Consumers can create and design their apparel by choosing from thousands of stock designs or uploading their own custom design with the ability to add your name, number and/or year to each item. The Prep Sportswear site includes products such as t-shirts, sweatshirts, sport shirts, caps, jackets, seat cushions, bags and more.

For more information, please visit www.prepsportswear.com

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About Prep Sportswear

Prep Sportswear is a leading on demand retail platform, 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.

Media Contact:

Mayumi Hasegawa
Prep Sportswear
206.876.2800 x100
mayumi@prepsportswear.com