

FOR IMMEDIATE RELEASE

Prep Sportswear Expands Product Line to Include New Categories and Brand Names

Web's leading school and team marketplace expands product line to include new product categories including major brand names Dickies® and OGIO®.

SEATTLE, WA, March 20, 2008 – Prep Sportswear (www.prepsportswear.com), an on-demand retail platform, offering personalized products and the Web's largest school and team sports marketplace, recently announced the expansion of their product line. The expanded product line at Prep Sportswear gives users the ability to customize their own school and team products.

The expanded line includes new categories for performance apparel, workwear, and tall products, as well as expanded options in both the bag and youth categories. Major name brands added to the site include a variety of products from Dickies® and OGIO®.

"We're excited about the addition of these major brands and new categories to our product line," said Mayumi Hasegawa, Marketing Manager of Prep Sportswear. "These new products give us the ability to combine the most popular consumer sportswear brands with our customized stores, giving users an assortment of high quality product choices with the ability to personalize each product."

The Prep Sportswear site, which now has over 650 products available, offers a viral community where teammates, coaches, parents, students and fans can create, design and buy personalized products for their school or team. Prep Sportswear offers a large selection of designs, so parents, players, alumni, and fans alike can customize their favorite products to show school or team spirit and create treasured keepsakes.

For more information, please visit 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.

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