

**FOR IMMEDIATE RELEASE**

**Prep Sportswear™ Expands Design and Operations Teams with Experienced New Hires**

*Key Design and Operations Personnel Added as Company Moves to New Space*

**SEATTLE, WA, April 21, 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, today announced three additions to its growing design and operations team.

**Kelly Holmes** joins Prep Sportswear as Operations Manager. Holmes has served as Director of Sales for Sutton's Sportswear prior to holding the position of Director of Operations for Descente Golf/Sun Mountain Sports; she held multiple positions over five years with Cutter & Buck in their Retail Development Division as Store Construction Manager, Store Trainer/Staff Developer and Western Regional Manager; and she was responsible for opening all fourteen Cutter & Buck national retail locations. In her new role, Holmes will oversee customer service, vendor relationships, and workflow in the development of superior customer service and vendor management.

**Jeff Chamberlain** also joins the Prep Sportswear team as Senior Web Designer. He had been Senior Web Designer at Nordstrom; he previously held the role as Web Designer at Gap, where he was responsible for concept, design and production of the OldNavy.com web site. Prior to these experiences he was a Founding partner of web development and graphic design firm, Elev8 Design. In his new role, Chamberlain will lead the design and user interface development of the Company's web site, from initial concept through design production and publication.

**Stephanie German** will undertake responsibilities as Art Director. German comes to Prep Sportswear from Eddie Bauer where for the past three years she held the positions of Senior Web Designer and Art Director. While at Eddie Bauer, German was responsible for concepting, designing, and building interactive web site experiences, as well as the overall look and feel of all creative channels. Prior to those positions, she was a Senior Web Designer at Cingular Wireless where she designed graphics for web interfaces, online marketing, and advertising. Previously she worked as a graphic designer at a handful of other companies. In her new role, German will direct the artistic creation of the Company's creative collateral; which includes all marketing campaigns both online and offline.

The appointments, effective immediately, will join the current Prep Sportswear team in their new office space in the Sodo neighborhood of Seattle.

"Kelly, Jeff, and Stephanie have the passion, expertise and entrepreneurial spirit to create innovative offerings that enhance the overall user experience and value of Prep Sportswear," said Chad Hartvigson, Chief Executive Officer of Prep Sportswear. "We are excited to have such quality people with tremendous experience join our innovative company," Hartvigson added.

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).

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