

**FOR IMMEDIATE RELEASE**

**Prep Sportswear™ Announces Strategic Partnership with Hearst-Argyle Television to Provide Online Stores for HighSchoolPlaybook.com**

*Prep Sportswear's strategic partnership with Hearst-Argyle Television leverages the hyper-local focus and national reach of HighSchoolPlaybook.com to expand distribution and provide multi-market media coverage.*

**SEATTLE, WA, April 15, 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 a partnership with Hearst-Argyle Television, Inc. (NYSE: HTV), to provide a customized ecommerce solution to High School Playbook ([www.highschoolplaybook.com](http://www.highschoolplaybook.com)), the company's high school sports-focused online community.

The online stores will offer hats, t-shirts, sweatshirts, jerseys, team uniforms, sport shirts, bags, and accessories to more than 1,700 individual high school web sites facilitated by High School Playbook. Coverage in the brand's 12 markets includes high-quality video of local games and events, comprehensive school information, game schedules and scores, individual student and athlete profiles, and game-day weather reports provided by Hearst-Argyle's local TV stations.

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™.

Prep Sportswear noted that a significant driver of this effort is its ability to expand its market potential and distribution relationships. The company believes students, fans, boosters, and alumni will utilize this service to customize products to display their school and team spirit. Additionally, the agreement demonstrates the monetization potential of the company's technology platform to other potential strategic partners.

High School Playbook is the on-air and online brand for select Hearst-Argyle Television stations' coverage of high school sports and lifestyle, featuring regular reports from professional videographers and student Sideline Reporters, as well as user-generated video and images. The brand is featured prominently on the leading newscasts in 12 of Hearst-Argyle's 26 markets: Orlando; Sacramento; Louisville; Pittsburgh; Baltimore; Cincinnati; Oklahoma City; Greenville/Spartanburg, SC; Greensboro/Winston-Salem, NC; Monterey/Salinas, CA; Des Moines, IA; and Lancaster/Harrisburg, PA.

Chad Hartvigson, Chief Executive Officer of Prep Sportswear, said, "We are very excited to partner with a hyper-local content leader such as Hearst-Argyle. The company's broadband platform and extensive media network directly complement our existing business and provide a unique platform to target our core market. We believe this partnership will enhance both companies' offerings and expand the market for high school- and team-related products."

"Hearst-Argyle stations are committed to spotlighting the achievements of our local teens, and to encouraging school and community spirit," said Judy Stone, High School Sports Product Manager for Hearst-Argyle digital media. "This partnership with Prep Sportswear aligns well with our commitment to serve the local communities in which we live, work, and play."

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

**About Hearst-Argyle Television**

Hearst-Argyle Television, Inc. owns 26 television stations, and manages an additional three television and two radio stations, in geographically diverse U.S. markets. The Company's television stations reach approximately 18% of U.S. TV households, making it one of America's largest television station groups. Hearst-Argyle owns 12 ABC-affiliated stations, and manages an additional ABC station owned by Hearst Corporation, and is the largest ABC affiliate group. The Company also owns 10 NBC affiliates, and is the second- largest NBC affiliate owner, and owns two CBS affiliates. The Company is a leader in the convergence of local broadcast television and the Internet through its partnership with Internet Broadcasting, and in the application of digital broadcast spectrum for new local informational services through its Weather Plus partnership with NBC and various NBC affiliate groups. Hearst- Argyle owns more than 30 websites and multicasts 16 digital weather channels. Hearst-Argyle Series A Common Stock trades on the New York Stock Exchange under the symbol "HTV." The Company's Web address is [www.hearstargyle.com](http://www.hearstargyle.com).

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