

FOR IMMEDIATE RELEASE

Kid Rock Rocks New York City in Style Wearing Prep Sportswear™ Gear

Prep Sportswear gear is worn by music superstar Kid Rock in his recent concert on ABC's Good Morning America in New York City's Bryant Park.

SEATTLE, WA, August 29, 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 music star Kid Rock wore a personalized Prep Sportswear t-shirt during his recent concert, part of ABC's 2008 Summer Concert Series, featured on Good Morning America in New York City's Bryant Park. The concert can be seen on the [ABC News Web Site](#).



The Romeo Bulldogs t-shirt worn by Kid Rock was personalized and purchased at the [Romeo High School Store](#) (Romeo, Michigan) on Prep Sportswear.

[Kid Rock](#) was born Robert James Ritchie on January 17, 1971 in Romeo, Michigan, is an American musician, actor and rapper. He has sold over 25 million albums since the release of his debut album [Grits Sandwiches for Breakfast](#) in 1990. He broke through into the mainstream on his Atlantic Records debut album "[Devil Without A Cause](#)". It sold 11 million albums on the back of the strength of its 3rd single, "Bawitdaba".

He is currently enjoying huge success in the U.S. and across Europe with his latest release, *Rock N Roll Jesus*, backed in particular by the album's third single, "All Summer Long." As of the week ending August 30, 2008, that single sat at number 25 on the U.S. Billboard Hot 100, and it has also gone number one in Austria, Germany, the Netherlands, Sweden, Switzerland, and the United Kingdom. The album has been certified double platinum in the U.S. and gold in Canada.

Prep Sportswear, based in Seattle, is an experienced on-line retailer of custom apparel products, including t-shirts, sweatshirts, jerseys, sport shirts, caps, bags, and much more. Prep Sportswear has over 800,000 stores and offers over 1,200 high-quality products from a variety of branded suppliers, including Nike®, adidas®, Champion® and American Apparel™.

For more information, please visit www.prepsportswear.com

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About Prep Sportswear

Prep Sportswear is redefining commerce by targeting and empowering individual consumers based on preferences to create, design, and buy personalized products connecting them to the emotional events in their life. Initially focused on serving schools and teams, Prep Sportswear is rapidly growing into the 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 800,000 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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