

FOR IMMEDIATE RELEASE

Prep Sportswear™ Announces Partnership with Local School Directory

Prep Sportswear's partnership with Local School Directory brings custom apparel to online school directory of 130,000 schools

SEATTLE, WA, April 23, 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 a partnership with Local School Directory (www.localschooldirectory.com), to offer a customized ecommerce solution to their web site containing basic public and private school information for over 130,000 schools nationwide.

The online customized stores will offer t-shirts, sweatshirts, jerseys, sport shirts, hats, bags, and accessories to the 130,000 schools covered by Local School Directory including pre-kindergarten, kindergarten, elementary schools, middle schools and high schools.

Local School Directory statistically breaks down school information at the state, city, zip, district and individual school levels. The information provided includes number of students, teachers, gender, race, grade levels, test scores and financial data. At the individual school level even more in-depth information is updated continuously from various sources including school administrators and state and federal departments of education.

On individual school pages, visitors are allowed to update school information and add their names to a growing alumni list. Visitors can also add their names to a school mailing list where school administrators can login and email all mailing list subscribers. Each school page has an interactive calendar where any visitor can view and update the events calendar. Visitors can read and submit their own reviews of schools, view upcoming school calendar of events, and much more. School administrators can update school events, post school news and information, as well as upload school photos.

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™.

The partnership will provide Prep Sportswear expanded distribution into the school information and directory market and provide users access to customized apparel options.

Dan Lewis, Business Development Manager of Prep Sportswear, said, "Local School Directory provides an opportunity to expand our distribution into the expanding school information category. We believe our platform will provide a value-added service to Local School Directory users and an additional revenue stream to Local School Directory."

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.

About Local School Directory

Local School Directory is a free site designed for the community to obtain basic public and private school information for over 130,000 schools nationwide.

Media Contact:

Mayumi Hasegawa
Prep Sportswear
206.876.2800 x100
mayumi@prepsportswear.com