

FOR IMMEDIATE RELEASE

Prep Sportswear™ Announces Partnership with Philadelphia Media Holdings To Provide Customized High School Stores for Philly.com

Prep Sportswear's partnership with Philly.com will expand distribution, provide multi-market media coverage.

SEATTLE, WA, March 24, 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 a partnership with Philadelphia Media Holdings to offer a customized ecommerce solution to their Philly.com web site, part of the Philadelphia Inquirer and Daily News publications.

The online customized stores for high schools will offer over 650 products such as t-shirts, sweatshirts, sport shirts, hats, bags and accessories to the Philly.com community.

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, in addition to the direct financial benefits of the partnership, that a significant driver of this effort is the 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 company believes that this agreement will demonstrate the monetization potential of the company's technology platform to other potential media partners.

Chad Hartvigson, Chief Executive Officer of Prep Sportswear, said, "We are very excited to add Philly.com to our growing list of interactive media partners. We believe this partnership will enhance both company's offerings and expand the potential for high school related products."

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 Philadelphia Media Holdings, LLC

Philadelphia Media Holdings, LLC, is the #1 media company in the Philadelphia region. Privately held and locally owned, PMH is the owner of The Philadelphia Inquirer, Daily News, Philly.com and related online products, as well as Broad Street Publications, which includes Trend and several community newspapers and magazines. The Inquirer, one of the top newspapers in the country, boasts a circulation of more than 338,000, while the tabloid-style Daily News has a circulation of more than 100,000.

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