

FOR IMMEDIATE RELEASE

## Prep Sportswear™ Launches Major Web Upgrade with Additional Customization Features

*Web's leading school and team marketplace launches major web upgrade to enhance customization features and improve overall user experience.*

**SEATTLE, WA, October 20, 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 the launch of a major web upgrade. The upgrade enhances the overall user experience by focusing on the web sites customization, editing and search features to improve the overall user experience.

The Prep Sportswear web upgrade provides advanced features for store and product search, additional product images, and expanded design options. The advanced editing features allow users to further customize their stores by dynamically editing the store name, mascot and colors during their shopping experience. The enhanced user navigation allows for the Company to aggressively expand their product selection in the near future.

"We're excited to extend Prep Sportswear's technology platform and continue to provide turnkey solutions to our partners and innovative services to our customers," said Chad Hartvigson, CEO of Prep Sportswear. "The site upgrade strengthens the Prep Sportswear experience, enhancing the users' ability to customize merchandise, and further connecting them to the emotional events in their life."

"The upgrade enhances the Prep Sportswear platform and further integrates the user with our customization process," explained Jeff Chamberlain, Senior Web Designer at Prep Sportswear. "The new site provides additional tools and features to enhance our customized offering to our community."

Prep Sportswear, based in Seattle, is an experienced online retailer of custom apparel and merchandise products, currently with more than 800,000 team and school stores, providing participants, coaches, students, parents, alumni and fans to create, design and buy personalized products. Prep Sportswear offers over 1,200 high-quality products from a variety of premium brands, including Nike®, adidas®, Champion®, OGI® and American Apparel™.

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



Press Release

###

## 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](http://www.prepsportswear.com).

### Media Contact:

Mayumi Hasegawa  
Prep Sportswear  
206.876.2800 x100  
[mayumi@prepsportswear.com](mailto:mayumi@prepsportswear.com)

