

FOR IMMEDIATE RELEASE

Prep Sportswear™ Announces Strategic Alliance with beRecruited

Prep Sportswear's Strategic Alliance with beRecruited Expands Distribution and Targets Core Market.

SEATTLE, WA, February 19, 2009 – 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 an alliance with beRecruited (www.berecruited.com), to provide a customized ecommerce solution to the company's high school athlete-focused online community.

beRecruited is the nation's No. 1 online networking destination for high school student-athletes seeking recruitment from college coaches and universities. beRecruited provides a platform for student athletes to connect and interact with college coaches across the nation, giving students the tools to research and build profiles of verified athletic and academic information, as well as providing coaches with a vast, searchable database of potential recruits.

Prep Sportswear, based in Seattle, is an experienced online retailer of custom apparel and merchandise products, currently with more than 800,000 school and team 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®, OGIO®, and American Apparel™.

Kelly Holmes, Business Development Manager of Prep Sportswear, said, "We are very excited to partner with a leader in the high school recruiting market. The company's extensive database of registered student-athletes allows us to directly target our core market. We believe this alliance will enhance both companies' offerings and provide a value-added service to thousands of high school athletes around the country."

For more information, please visit www.prepsportswear.com and www.berecruited.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.

About beRecruited

beRecruited.com is the nation's No. 1 online networking destination for high school student-athletes seeking recruitment from college coaches and universities. beRecruited provides a platform for student athletes to connect and interact with college coaches across the nation, giving students the tools to research and build profiles of verified athletic and academic information, as well as providing coaches with a vast, searchable database of potential recruits.

beRecruited has more than 500,000 registered student-athletes, 10,000 college coaches and 5,000 high school & club coaches.

The service allows high school student athletes to build profiles of verified academic and athletic information, as well as research information on universities from around the country. It provides college coaches with a vast, searchable database of potential recruits. First created exclusively for NCAA swimming and diving, beRecruited now serves athletes and coaches from 18 different sports.

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