



Prep Sportswear.

FOR IMMEDIATE RELEASE

Prep Sportswear Announces Partnership with Alumni Channel

Prep Sportswear's Partnership with Alumni Channel Targets Core Market of Nostalgic High School Alumni

SEATTLE, WA, May 1, 2009 – Prep Sportswear, the largest school and team sports marketplace for [high school apparel and merchandise](#), announced an alliance with Alumni Channel. Prep Sportswear will provide print-on demand high school gear for their hosted online communities. Alumni Channels clients consist of small colleges, high schools and special interest membership groups throughout North America seeking an official alumni web site.

Alumni Channel was founded in 1998, with a platform that contained a simple guestbook and links to photos. Today, they've grown to hosting and creating dynamic alumni communities and building better alumni relations programs.

Prep Sportswear offers the ability to customize t-shirts, hoodies, sweatshirts, caps and hundreds of other sportswear and apparel items with an individual's sport, activity, class year, number, or name. While maintaining a focus on schools and teams, Prep Sportswear is rapidly growing into the collegiate, corporate, and recreational sports markets.

Kelly Holmes, Business Development Manager of Prep Sportswear, said, "Alumni Channel is such a great fit for us as a partner. The company's database of registered alumni and group members allow us to directly target one of our core markets with product images that are completely customized to what that user is looking for."

About Prep Sportswear

Prep Sportswear is the leader in the school and team sports marketplace for customized school apparel and merchandise. We've supported more than 4.3 million teams and 1 million custom web stores, encouraging participants, coaches, students, parents, alumni, and fans to create, design, and buy personalized products. Prep Sportswear offers more than 1,200 high-quality items from a variety of premium brands, including Nike, Adidas, Champion, OGIO, and American Apparel.

The company helps 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 privately funded and located in Seattle, WA.

For more information, visit PrepSportswear.com

About Alumni Channel

Alumni Channel offers a comprehensive web-based solution that enables organizations and their alumni to stay connected and informed through a secure, user-friendly interface.

For more than ten years Alumni Channel has been hosting online alumni communities. Alumni Channel provides a professional look and a full suite of features aimed at attracting and retaining alumni online, while improving fundraising and community outreach efforts.

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