



Prep Sportswear.

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Prep Sportswear Launches Facebook Connect

New integration creates social shopping experience and rewards visitors who post their favorite online stores and products

SEATTLE, WA, November 17, 2009 – Prep Sportswear, the leader in the school, team, sports, college and Greek marketplace for customized apparel and merchandise has released a robust integration of Facebook Connect technology with the Prep Sportswear website. This allows customers to find and share their favorite online stores and products directly to their Facebook community.

The stand-out feature that makes the integration truly unique is the connection to their Referral Program. Users are rewarded with 7% of any sales referred to the website from their Facebook community.

The company developed this integration to create a more personalized experience for each of their customers. With over 1 million stores on the Prep Sportswear platform, it immediately presents a customer using Facebook Connect with their favorite stores and connects them with apparel they can customize and personalize to make their own.

Dennis Wood, Internet Marketing Manager says, "Our integration has already been featured on the Facebook Connect fan page of more than 88,000 people and we are looking forward to adding new features and functionality to this foundation over the next few months."

About Prep Sportswear

Prep Sportswear is the leader in print-on-demand customized apparel and merchandise for schools, teams, colleges and the Greek marketplace. With more than 1 million online stores, they encourage participants, coaches, students, parents, alumni and fans to create, design and buy their own personalized products. Prep Sportswear offers more than 1,200 items from a variety of premium brands, including Nike, Adidas, Champion, OGIO, and American Apparel. All products are individually customized and fulfilled in five business days.

Prep Sportswear was recently named in the Inc 500 Fastest Growing Private Companies (#87 overall and #7 Consumer Products.) They were also listed in the Puget Sound Business Journal's Fastest Growing Private Companies (#6).

Prep Sportswear is privately funded and located in Seattle, WA. For more information, visit www.prepsportswear.com

Media Contact:

Leslie LaRue
Prep Sportswear
206.876.2800 x127
llarue@prepsportswear.com