

FOR IMMEDIATE RELEASE

Prep Sportswear™ Expands Product Line to Include Over 650 Magazine Subscriptions

Prep Sportswear Expands Product Line to Include Magazines Extending Fundraising Opportunities.

SEATTLE, WA, March 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 the addition of magazine subscriptions to their platform. The new magazine category will provide additional fundraising opportunities to the Prep Sportswear community.

The new magazine line will consist of 650 magazine subscription options, including topics such as news, sports, fashion, lifestyles, hobbies and much more. The magazines will offer an opportunity for fundraising participants to earn a 40% share of the overall revenue from each subscription.

The Company noted the addition of the magazines will provide additional purchasing options for their customer base. The average American household purchases nearly four magazine subscriptions per year with over eighty-percent of all US households purchasing magazines each year. The typical US adult purchases thirty-four magazine issues per year and about half of the US adults purchase magazines exclusively through subscriptions.

Chad Hartvigson, Chief Executive Officer of Prep Sportswear, said, "We're excited to expand Prep Sportswear's product line into the magazine category. We believe this new category will bring a tremendous value to both our customers and partners, and provide schools, teams and booster clubs an extended fundraising opportunity."

Prep Sportswear, based in Seattle, is an experienced online retailer of custom apparel and merchandise products, currently with more than 1,000,000 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®, OGIO®, and American Apparel™.

For more information, please visit www.prepsportswear.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 1,000,000 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.

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