



Prep Sportswear.

**FOR IMMEDIATE RELEASE**

**Prep Sportswear Launches Partnership with DigitalTown**

*Prep Sportswear's Partnership with DigitalTown Provides Ecommerce solution to 27,000 online communities*

**SEATTLE, WA, June 3, 2009** – Prep Sportswear, the largest school and team sports marketplace for [school apparel and merchandise](#), launched an alliance with DigitalTown. Prep Sportswear will provide print-on demand apparel for the more than 27,000 local online communities of high school students, alumni, boosters and local citizens that DigitalTown hosts.

The partnership will offer customizable school spirit apparel including hats, t-shirts, and sweatshirts, as well as competitive team apparel, through the company's portal and network of individual school spirit sites.

Richard Pomije, CEO of DigitalTown, is enthusiastic about the partnership. "We will be able to provide a variety of products bearing the logos and emblems of 27,000 unique high schools which is a tremendous offering for the students, booster and alumni we work with."

Chad Hartvigson, Chief Executive Officer for Prep Sportswear added, "DigitalTown's network of websites directly complements our existing business and capabilities. It made perfect sense to partner with what we believe to be one of the most exciting new portals in social networking."

**About Prep Sportswear**

Prep Sportswear is the leader in the school and team sports marketplace for customized school apparel and merchandise. They've supported more than 1 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](http://PrepSportswear.com)

**Media Contacts:**

Leslie LaRue  
Prep Sportswear  
206.876.2800 x127  
[llarue@prepsportswear.com](mailto:llarue@prepsportswear.com)