



Prep Sportswear.

FOR IMMEDIATE RELEASE

Prep Sportswear in Exclusive Alliance with Sport Supply Group (SSG)

SEATTLE, WA, October 20, 2009 – Prep Sportswear, the leading online marketplace for creating, designing and buying personalized sportswear products, customized high school clothing and team sportswear for all sports has entered an exclusive alliance with Sport Supply Group, Inc (SSG) (NASDAQ: [RBI](#)).

Prep Sportswear will co-brand websites that offer SSG's customers the ability to customize t-shirts, sweatshirts, hoodies, jackets, jerseys, caps, bags and 1,200 other items with their team's logo, school colors and mascots. SSG will market the co-branded sites through its 3 million catalogs, 200+ road sales professionals, 40 direct telesales professionals and its B2B and B2C websites. Additionally, SSG will offer its extensive line of equipment products to the Prep Sportswear customer base, which comprises more than 1.2 million online stores.

Chad Hartvigson, CEO of Prep Sportswear, stated, "This is a significant relationship with the industry leader in the institutional and team sports markets. We believe a strong synergy exists between the organizations that will provide additional revenue opportunities for both parties. The strategic alliance will leverage the capabilities of both companies, letting us offer enhanced services and products to our customers."

Commenting on the relationship, Adam Blumenfeld, Sport Supply's Chairman and Chief Executive Officer, added, "This exciting new alliance enables SSG to offer customized apparel and accessories to coaches, players, fans and teams at the high school and youth league levels as well as virtually every other institution we service today. It allows us to go a step deeper into the institutional and individual player purchasing process, and utilize all of our online and offline marketing assets to promote this unique, turnkey operation. Fulfillment and SKU management of customized apparel will be handled by Prep Sportswear, which allows SSG to focus fully on marketing the offering to our customer and prospect bases."

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

About Sport Supply Group

Sport Supply Group, Inc. is the nation's leading marketer, manufacturer and distributor of sporting goods and branded team uniforms to the institutional and team sports market. The Company markets via 3 million direct catalogs, a 40 man telesales team, more than 200 direct sales professionals, 60 Platinum Re-distribution partners and a family of company-controlled websites.

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