



Prep Sportswear.

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Prep Sportswear Enters Greek and College Markets with New Site Redesign

Five-year-old company continues to expand into new markets

SEATTLE, WA, September 15, 2009 – Prep Sportswear, the largest school and team sports marketplace for [high school apparel and merchandise](#), has launched a redesigned website with new offerings for the college and Greek markets.

On top of creating a unique experience for these new categories, Prep Sportswear wanted to ensure a seamless user experience between each of these sections on their site. Bold new visuals, increased detail on close-ups of fabric and new fit guides for apparel are all recent updates.

“All of the upgrades and improvements to our site work together to improve the experience of each customer and convey the breadth of product variety, custom designs and quality that we offer to these new markets,” says CEO Chad Hartvigson. “We will continue to focus on the development of our platform, along with our aggressive expansion into new markets.”

Prep Sportswear launched in 2005 with its first school store, Bellevue Christian School from Bellevue, Washington, and has grown to include individual stores for more than one million schools and teams. Users can find their own online store by searching through the high schools available on the Prep Sportswear site, or create a brand new online store for their school or team and upload custom logos and colors. Schools and teams can also use their online stores as a fundraising tool.

About Prep Sportswear

Prep Sportswear is the leader in the school and team sports marketplace for customized apparel and merchandise. We’ve supported more than a 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, 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](#)

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