



FOR IMMEDIATE RELEASE

Sportswear Inc. Launches Customized High School Merchandising Solution for FansEdge.com

SEATTLE, WA, April 6, 2011 –Sportswear Inc, an e-commerce solutions provider to consumer brands, retailers, and media properties launched an alliance with Dreams, Inc. to provide customized high school merchandise via the FansEdge.com website. The new partnership will incorporate the Sportswear Inc. dynamic, customization technology into the FansEdge.com shopping experience. FansEdge.com customers will have access to t-shirts, sweatshirts, caps, and skins featuring their favorite high school. Each item can be customized with hundreds of design and activity options. Shoppers can also customize each item with graduation year, player number, and their name.

“We’re excited to join forces with one of the leading e-commerce companies in the sports apparel market. The combination of our proprietary customization technology and Dreams e-commerce experience was a natural fit,” says Jim Loughlin, Strategic Development Manager of Sportswear Inc. “Customization of sports apparel is one of the hottest trends in the market. By joining with Fans Edge, together we can bring sports fans in the high school marketplace a unique, one-of-kind merchandise solution not currently available in the marketplace”.

Sportswear Inc. launched in 2005 with its flagship brand [Prep Sportswear](#). Prep Sportswear began with 130,000 online school stores, and has grown to have stores for more than one million schools, teams, colleges, and military bases. Users can shop from over 1,200 items, all individually customized and fulfilled in five business days.

About Fans Edge

Fans Edge, a division of Dreams, Inc. is an e-commerce website offering customers a daily selection of items from more than 200 teams and over 1,300 different athletes. Fans Edge sells over 65,000 products across categories such as apparel, auto accessories, autographed memorabilia, collectibles, headwear, home and office items, jewelry, tailgate and stadium gear.

Dreams, Inc. (DRJ: NYSE Amex) is a technology driven vertically integrated multi-channel retailer focused on the sports licensed product and memorabilia marketplace. It is the parent, public holding company of several operating divisions with some of the strongest and most recognized brands in the field. They include Mounted Memories, Field of Dreams®, FansEdge®, Pro Sports Memorabilia, The Greene Organization, and Stars Live 365.

For more information, visit Fans Edge at <http://www.fansedge.com/> or Dreams, Inc at <http://www.dreamscorp.com/>

About Sportswear Inc.

Sportswear Inc. provides innovative e-commerce solutions to consumer brands, retailers and media properties using a vertically integrated technology platform. They enable partners to create customized online marketplaces that directly target consumers with relevant, personalized products. Combining targeted merchandising, dynamic imaging, state of the art fulfillment and on-demand manufacturing, Sportswear Inc. helps brands successfully break through new markets and build additional revenue streams.

[Sportswear](#) Inc. is privately funded and located in Seattle, WA.

For more information, visit SportswearIncorporated.com.

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