



FOR IMMEDIATE RELEASE

Sportswear Inc. Expands in New Directions – Online stores for State and National Parks, States, and Countries

SEATTLE, WA, November 4, 2011 – Sportswear Inc, the parent company of Prep Sportswear and the largest e-commerce provider of print-on-demand, customizable apparel serving consumers, retailers, media properties, and school and collegiate athletic departments has launched two new online channels: AdventureGearShop.com and DestinationShop.com.

Adventure Gear Shop presents [customizable apparel](#) and accessories featuring designs for every state and national park. Shoppers can find 1,200 t-shirts, hoodies, hats, and bags for over 5,000 parks, trails, historical areas, preserves, monuments, and battlefields in the U.S. Each product can be customized with a favorite activity such as hiking, fishing, and kayaking. Additionally, Adventure Shops introduces new distressed style designs. “Distressed or vintage-style designs are a fun way to give a new shirt a well-loved and well-traveled look,” said Stephanie German, Art Director at Sportswear Inc.

Destination Shop offers shoppers over 1,200 customizable products for every country in the world and every U.S. state. Each item can be personalized with dozens of activities, neighborhoods, and slogans and hundreds of design options. “Not only do our shirts make a great [travel souvenir](#) or memento,” said Dena Becker, Director of Marketing at Sportswear, Inc. “Our Destination Shop merchandise makes a great holiday gift. No other website provides gift givers the ability to create one-of-a-kind state and country apparel at an affordable price.”

AdventureGearShop.com and DestinationShop.com are the latest in a long line of developments for the company. Earlier this year, the company expanded its collegiate offering with CampusTeamShop.com and added GovtShop.com featuring various federal agencies and departments. Additionally, the company has launched new embellishment options such as on-demand customizable appliqué and distressed designs. 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 Sportswear Inc.

Sportswear Inc. provides innovative e-commerce solutions to consumer brands, retailers, educational institutions, and media properties using a vertically integrated technology platform that directly targets consumers with relevant, personalized products. The portfolio of brands includes, [CampusTeamShop](#), the largest licensee and online retailer of officially licensed collegiate merchandise, and [Prep Sportswear](#), the largest online offering of school [spiritwear](#) and team apparel. Additional branded e-commerce solutions include SchoolTeamShop, [MilitaryBaseShop](#), [AdventureGearShop](#), [DestinationShop](#), and [GovtShop](#). Through these solutions Sportswear Inc. enables B2B and education partners to successfully target new markets and build additional revenue streams. The company is ranked #1205 on the 2011 Inc. magazine list of fastest-growing private companies.

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

For more information, visit [SportswearIncorporated.com](#).

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