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Prep Sportswear Wins Top Innovator Award

SEATTLE, WA, May 13, 2011 – Prep Sportswear, a division of Sportswear Inc, an e-commerce solutions provider to consumer brands, college and high school athletic departments, retailers, and media properties announced that it is a recipient of *Apparel* magazine's 2011 Innovator Award. Over 39 companies were included in the publication's 4th annual list of [apparel manufacturers](#), brands and retailers that are using innovation to face business challenges and market opportunities.

The article highlights how the company has used technology to facilitate over a million online stores and its quick five day turnaround on customer orders. "As such, Prep Sportswear by necessity embraces lean manufacturing, starting the manufacturing process only when a customer places an order," writes Jessica Binns, Associate Editor at *Apparel*. "The company's technology enables product designs to be batched in such a way that Prep Sportswear maximizes raw materials, minimizes inks and optimizes the workflow".

"We're honored to be included among this list of companies," said Chad Hartvigson, CEO of Sportswear Inc. "Technology and innovation is at the core of everything we do, whether it's marketing, user interface, purchasing, or manufacturing. Creating a scalable platform that incorporates all aspects of our business gives us an edge over traditional retailers."

Readers can learn more about Prep Sportswear and the Top Innovator Awards in the May 2011 issue of *Apparel* found at www.ApparelMag.com.

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](#), [military bases](#), and [fire departments](#). 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 schools, colleges, 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 including [t-shirts](#), sweatshirts, outerwear, hats, bags, and more. Products can be customized for a large selection of high schools, colleges, fraternities and sororities, military branches and bases, and fire departments. 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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