



## **FOR IMMEDIATE RELEASE**

### **Prep Sportswear Introduces On-Demand Custom Appliqué Apparel, an Industry First**

**SEATTLE, WA, May 25, 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 announces the launch of on-demand, custom appliquéd sweatshirts, both hoodies and crewnecks. The company becomes the first to offer online shoppers an integrated solution for individual orders of custom-made, appliqué apparel featuring their school, college, sorority, fraternity, military branch, or base.

Appliqué, also referred to as “sewn-lettered” is the decoration technique where fabric pieces are sewn onto a base garment. “Until now, custom appliqué was a labor intensive and expensive style of apparel embellishment,” says Ivan Chachkov, Chief Technology Officer at Sportswear Inc. “Through our proprietary technology, we’ve developed a fully integrated, efficient and cost effective solution to on-demand appliqué. The result is an easy-to-shop user experience that is not available from any other online retailer.”

Customers can shop from dozens of appliqué design and color options. There is no minimum order size and products are shipped within five business days. “We’re excited to be the first to offer on-demand fabric appliqué for sweatshirts. It’s a classic look popular with sports fans everywhere” says John Sze, Product Manager of Sportswear Inc. “To appeal to our diverse audience, we’ve created a slightly distressed look giving this traditional style an updated feel”.

Launching appliqué is the latest in a series of technology and corporate developments the company has pursued including retail integrations, dynamic product imagery, dynamic merchandising, and an enhanced user experience. Additionally, the company is expanding its distribution and fulfillment capabilities with a new location in Louisville, KY and moving its corporate headquarters to the Seattle waterfront later this month.

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, and military branches and bases. 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](http://SportswearIncorporated.com).

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