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GovtShop.com Offers Customizable Apparel for Every Fire Department in the U.S.

SEATTLE, WA, May 31, 2011 – GovtShop.com, a division of Sportsweare Inc, an e-commerce solutions provider to consumer brands, college and high school athletic departments, retailers, and media properties announces the launch of an online store for every fire department in the U.S. The company becomes the largest source for customizable apparel and accessory items featuring fire department and [firefighter designs](#). GovtShop.com offers 1,200 customizable t-shirts, hoodies, jackets, hats, and more for firefighters and their families.

“Over the years, fire departments have used our team stores to create [custom shirts](#)” says Chad Hartvigson, CEO at Sportsweare Inc. “We wanted to give these men and women the ability to show their dedication and pride with designs that are specifically targeted toward their profession and interests.” Customers can shop from over 26,000 fire department online stores, including city and county fire districts. Each store contains hundreds of fire department designs and activities. There is no minimum order size and products are shipped within five business days.

Sportsweare Inc. launched in 2005 with its flagship brand [Prep Sportsweare](#). Prep Sportsweare 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.

About Sportsweare Inc.

Sportsweare 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, fire departments, and military branches and bases. Combining targeted merchandising, dynamic imaging, state of the art fulfillment and on-demand manufacturing, Sportsweare Inc. helps brands successfully break through new markets and build additional revenue streams.

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

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

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