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Sportswear Inc. Launches E-commerce Offering for Customized Government Apparel

SEATTLE, WA, August 25, 2011 – Sportswear Inc, the parent company of Prep Sportswear and the largest e-commerce provider of customizable apparel for retailers, collegiate athletic departments, and media properties has launched the largest assortment of customizable government apparel and accessories. GovtShop.com will offer shoppers 1,200 customizable t-shirts, sweatshirts, outerwear, and accessory items for government agencies such as the Federal Bureau of Investigation (FBI), the National Aeronautics and Space Administration (NASA), the Department of Homeland Security, the Peace Corps, and more.

“Since launching MilitaryBaseShop.com, our customers have asked for more products featuring Department of Defense and other federal government designs,” said Dena Becker, Director of Marketing at Sportswear, Inc. “The federal government employs over two million individuals across the nation. We’re happy to give these dedicated employees, their families, and fans a way to show pride and support for their department or agency.”

The company will initially launch 11 federal government online stores and will continue to add more in the upcoming months. The online stores include: the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF); Central Intelligence Agency (CIA); the Defense Logistics Agency (DLA); the Department of Homeland Security; the Federal Bureau of Investigation (FBI); the Federal Emergency Management Agency (FEMA); the National Aeronautics and Space Administration (NASA); the National Security Agency (NSA), the Peace Corps; the Drug Enforcement Administration (DEA); and U.S. Immigration and Customs Enforcement (ICE). Each store features designs and activities specific for that organization.

In addition to individual orders, GovtShop.com offers government employees an easy means to place bulk orders for logo’d apparel for their agency. “Our bulk ordering process is the easiest in the industry,” says Gina Cittadini, Client Services Manager at Sportswear Inc. “No longer do government buyers have to wait for quotes to be passed back and forth. Buyers can select their shirt, jacket, or sweatshirt, use one of our exclusive designs or upload a custom design, and see real time pricing based on their specific quantities.” The company enables government buyers to pay using their GSA Smart Pay card or purchase order.

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 and media properties using a vertically integrated technology platform. Through their branded shops of Campus Team Shop, School Team Shop, Military Base Shop, and Govt Shop, 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. The company is ranked #1205 on the 2011 Inc. magazine list of fastest growing companies.

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

For more information, visit SportswearIncorporated.com.

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