



FOR IMMEDIATE RELEASE

Sportswear Inc. Launches Customized High School Apparel for J.C. Penney

SEATTLE, WA, August 2, 2011 – Sportswear Inc, the parent company of Prep Sportswear and the leading e-commerce provider of customizable apparel for retailers, school and collegiate athletic departments, and media properties launched an alliance with Dreams, Inc. to provide customized school merchandise for the J.C. Penney website. The new partnership, just in time for Back to School shopping, will incorporate the Sportswear Inc. dynamic, customization technology and automated product fulfillment into the Sports Fan Shop at JCP.com.

Visitors to the Sports Fan Shop will find an easy-to-use search widget that enables them to quickly find their school among 130,000 schools across the U.S. Shoppers can then select apparel for men, women, or children and customize their t-shirt or hoodie with thousands of design options. Lastly, JCP.com users can personalize each item with their graduation year, player number, and name. The result is a custom made garment that reflects the personality and preferences of the buyer.

“Partnering with Dreams, Inc. on the J.C. Penney integration is an exciting project that allows us to display the power of our platform and suite of technology solutions” says Dave Santiago, Executive Vice President of Business Development at Sportswear Inc. “The J.C. Penney organization is legendary in their approach to retail. By combining our industry leading customization technology and automated product fulfillment with their strong experience in online and offline retail, we believe it’s a win-win for both companies. We look forward to bringing their customers a unique, one-of-a-kind shopping experience.”

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 J.C. Penney Company, Inc.

J. C. Penney Company, Inc., one of America's leading retailers, operates over 1,100 jcpenney department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com. Serving more than half of America's families each year, the jcpenney brand offers a wide array of private, exclusive and national brands which reflect the Company's vision to be America's shopping destination for discovering great styles at compelling prices. For more information, visit <http://www.jcpenney.net>

About Dreams, Inc.

Dreams, Inc. vertically integrated sports memorabilia and licensed products firm. It is the parent, public holding company of several operating divisions with some of the strongest and most recognized brands in the field. They include [Mounted Memories](#), [Field of Dreams®](#), [FansEdge®](#), [Pro Sports Memorabilia](#), [The Greene Organization](#), [Stars Live 365](#), [Unique Images](#) and [Malcolm Farley Art](#).

For more information, visit <http://www.dreamscorp.com/>

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 GovtShop, 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.

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

For more information, visit SportswearIncorporated.com.

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