



FOR IMMEDIATE RELEASE

GovtShop.com Offers Largest Assortment of Customizable Police and Law Enforcement Apparel

SEATTLE, WA, July 20, 2011 – GovtShop.com, a division of Sportsweare Inc, an e-commerce solutions provider to consumer brands, college and school athletic departments, retailers, and media properties has launched online stores for every police, sheriff, state patrol, and marshal department in the U.S. Each law enforcement online store contains 1,200 [customizable t-shirts](#), sweatshirts, outerwear, and accessory items featuring exclusive police designs.

Each store was created to give off duty officers, families, and the community a way to show support for their local law enforcement agency. “While other websites offer [police t-shirts](#) for just a few big cities, we wanted to represent the entire law enforcement community. As a result, we added over 14,000 police, sheriff, and trooper stores” said Dennis Wood, Internet Marketing Manager at Sportsweare Inc. Each store contains hundreds of police department designs, activities, and slogans. There is no minimum order size and products are shipped within five business days.

The company plans to partner with individual law enforcement agencies, giving departments and foundations the ability to generate additional funds for safety, morale, crime prevention, and community programs. Agencies interested in partnering with Sportsweare Inc. should contact the Business Development team at partners@prepsportsweare.com.

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, police, 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.

Media Contact:

Dena Becker
206.876.2800 x124
dbecker@prepsportsweare.com