



**FOR IMMEDIATE RELEASE**

## **Sportswear Inc. Goes Vintage with New Distressed Shirt Designs**

**SEATTLE, WA, November 29, 2011** – Sportswear Inc, the parent company of Prep Sportswear, and the largest e-commerce provider of print-on-demand, customizable apparel serving consumers, retailers, media properties, and school and collegiate athletic departments has expanded its exclusive fan wear designs to include new [vintage-style](#), distressed designs.

“Our goal is to provide our customer with the largest variety of customizable designs,” said Stephanie German, Art Director at Sportswear Inc. “These latest graphic designs expand our offering bringing students, fans, and alumni everything from classic and traditional sports designs to popular, retro-inspired designs. Our vintage designs give each shirt a unique, worn-in and well-loved look.” The new retro-inspired designs are available on short sleeve and long sleeve t-shirts and can be customized to feature the shopper’s favorite sport or activity, graduation year, player number, and more. Vintage, customizable designs can be found on apparel items for high schools, teams, [colleges](#), [military bases](#), police and fire departments, national parks, states, and countries.

Sportswear Inc. now offers more customizable designs and apparel embellishment options than any other print-on-demand sportswear retailer. To enable the new vintage designs, the company has continued to expand its printing and apparel embellishing technology including direct-to-garment printing and on-demand [appliqué](#). Each vintage design t-shirt is individually produced and fulfilled in 5 business days. New vintage designs can be found at [www.prepsportswear.com](http://www.prepsportswear.com).

### **About Sportswear Inc.**

Sportswear Inc. provides innovative e-commerce solutions to consumer brands, retailers, educational institutions, and media properties using a vertically integrated technology platform that directly targets consumers with relevant, personalized products. The portfolio of brands includes, [CampusTeamShop](#), the largest licensee and online retailer of officially licensed collegiate merchandise, and [Prep Sportswear](#), the largest online offering of school [spiritwear](#) and team apparel. Additional branded e-commerce solutions include SchoolTeamShop, [MilitaryBaseShop](#), [AdventureGearShop](#), [DestinationShop](#), and [GovtShop](#). Through these solutions Sportswear Inc. enables B2B and education partners to successfully target new markets and build additional revenue streams. The company is ranked #1205 on the 2011 Inc. magazine list of fastest-growing private companies.

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

For more information, visit [SportswearIncorporated.com](http://SportswearIncorporated.com).

### **Media Contact:**

Dena Becker  
206.588.7019  
[dbecker@prepsportswear.com](mailto:dbecker@prepsportswear.com)

[www.prepsportswear.com](http://www.prepsportswear.com)  
[www.facebook.com/PrepSportswear](http://www.facebook.com/PrepSportswear)  
[www.twitter.com/PrepSportswear](http://www.twitter.com/PrepSportswear)

