



FOR IMMEDIATE RELEASE

Sportswear Inc. Launches New Redesigned Product Page

SEATTLE, WA, November 14, 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 unveiled a newly designed product page for its website. The redesigned product page includes consumer facing features as well as back-end technology advancements.

Through a series of usability studies, Sportswear Inc. identified a portion of users were unfamiliar with the range of customization and personalization features available for each product on the site. Additionally, the company added new designs and functionality that required a faster page that works for a variety of browsers. “We’re excited to bring customers this new product page,” said Ivan Chachkov, Chief Technology Officer at Sportswear Inc. “We’ve moved away from Adobe Flash and are now using new HTML-based technology, creating a lighter data structure not typically found on online retail sites. The result is a quicker and more intuitive shopping experience for our customer.”

Visitors to the new PrepSportswear.com product page will discover a quick and easy 1-2-3 approach to customizing their favorite t-shirt or hoodie. Some of the page advancements include:

- User-friendly customization interface
- New design collections including Best Selling, Fan, Player, Logo, Jersey, and Alumni
- Faster page load times for an enhanced user experience
- New activity selector highlighting sports, academic clubs, events, and more
- Enhanced team roster feature enabling coaches and team buyers to save their roster for future purchases
- More font options for back designs

While the launch was coordinated to take advantage of holiday gift shopping and increased traffic, Sportswear Inc. plans to integrate incremental improvements to the site on an ongoing basis.

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](#).

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