



FOR IMMEDIATE RELEASE

Prep Sportswear Supports Youth Basketball with Washington Hoop Challenge

Company sponsors premier high school basketball tournament held Saturday, December 10th, 2011.

SEATTLE, WA, December 7, 2011 – Prep Sportswear, the flagship brand of Sportswear Inc and the largest e-commerce provider of customizable apparel for retailers, media properties, and school and collegiate athletic departments announces its sponsorship of the Prep Sportswear Washington Hoop Challenge scheduled for Saturday, December 10th, 2011 at Bellevue College. The event showcases the best high school basketball talent in the state of Washington.

“We’re proud to partner with Northwest Basketball on the 2011 Prep Sportswear Washington Hoop Challenge”, said Chad Hartvigson, CEO of Sportswear Inc. “Our business was founded with the support of high school basketball players, their families, and fans. This is our way to give back to the basketball community.” Sportswear Inc. is providing commemorative t-shirts to each player, coach, and staff member at the tournament.

Community members are invited to watch the tournament Saturday, December 10th at Bellevue College Gymnasium located at 3000 Landerholm Circle SE, Bellevue, WA 98007. The high school match ups include:

1:30 PM Battleground vs. Juanita
3:00 PM Decatur vs. Bellevue
5:00 PM Kennewick vs. Skyline
6:30 PM Federal Way vs. Bothell
8:00 PM Garfield vs. Clover Park

Complete information on the Prep Sportswear Washington Hoop Challenge be found at Northwest Basketball at <http://nwball.com> .

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, 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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