



## FOR IMMEDIATE RELEASE

### Sportswear Inc. First to Offer Customized Russell Athletic High School and College Fan Wear

**SEATTLE, WA, October 12, 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 is the first to offer customizable Russell Athletic apparel. The company will sell Russell Athletic t-shirts, hoodies, performance tops, and shorts. Each item can be customized to the customer's school, [college](#), [military branch](#), fraternity, sorority, and more.

Russell Athletic's heritage in collegiate life and teamwork lead them to invent the very first sweatshirt in 1920. Since that time, their iconic sweatshirt has become a perennial favorite for coeds across the country. Most recently, Russell Athletic launched an exciting ad [campaign](#) surrounding the spirit of team sports. "For over 100 years, Russell has epitomized the best in [sports apparel](#)," said John Sze, Product Manager at Sportswear Inc. "We're proud to be first to bring print-on-demand customization of Russell hoodies, crewneck sweatshirts, and more to our audience of athletes, fans, and families."

"We're delighted to work with Sportswear Inc.," said Chad Troxel, Northwest Sales Representative for Russell Athletic. "We can take our classic styles and combine them with Sportswear Inc.'s customization technology, giving school and college shoppers more choices than ever before."

The company will continue to add new styles and colors of Russell Athletic garments through the year. 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, fraternities, military bases, fire and police departments. 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 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. 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).

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