



FOR IMMEDIATE RELEASE

Fans Vote for Their Favorite Washington High School in Prep Sportswear's Turf Wars

Voting begins August 30, 2011 at www.Prepsportswear.com/TurfWars

SEATTLE, WA, August 30, 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 has launched a voting contest that gives fans the opportunity to vote for their favorite high school in the state of Washington.

Each week, beginning August 29th, the Turf Wars series will select one exciting high school football game throughout the state. The company is donating \$1,000 to the hosting school and providing a commemorative t-shirt to every student at the school. Each week, fans can visit the Prep Sportswear Turf Wars website www.Prepsportswear.com/TurfWars and vote for their favorite team. The school that receives the most votes each week will receive a \$500 donation. Additionally, each week two individual winners will receive \$100 worth of Prep Sportswear apparel for their school.

“Our business was built with the support of Washington high school sports and fans”, says Chad Hartvigson, CEO of Sportswear Inc. “The Turf Wars program is designed to give back to these schools while also giving fans an opportunity to participate. We’re encouraging students, families, and the community to come out to a Turf Wars game and vote for their favorite team.”

Turf Wars

- September 2, Skyline vs. Liberty
- September 9, Enumclaw vs. Union
- September 23, AC Davis vs. Richland
- September 30, Mount Vernon vs. Burlington-Edison
- October 7, Newport vs. Skyline
- October 14, Interlake vs. Lake Washington
- October 21, Eastlake vs. Skyline

Complete information on Turf Wars can be found at www.Prepsportswear.com/TurfWars or on twitter at www.twitter.com/PrepTurfWars .

Sportswear Inc. launched in 2005 with its flagship brand [Prep Sportswear](http://www.Prepsportswear.com). 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 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 companies.

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

For more information, visit SportswearIncorporated.com.

Media Contact:

Dena Becker

206.588.7019

dbecker@prepsportswear.com

www.prepsportswear.com

www.facebook.com/PrepSportswear

www.twitter.com/PrepSportswear