FOR IMMEDIATE RELEASE

Largest Retailer of Customizable Fan Apparel Gives Back to Schools and Teams
Prep Sportswear generates $74K to help fund youth team sports.

SEATTLE, WA, January 9, 2012 – 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 the results of its year-long program to give back to schools and teams. In 2011, the company generated $74,000 in revenue for schools and youth sports teams through its fundraising and partnership programs.

"Every day it seems that there is another article about the increased cost of sports participation with pay-to-play fees and cuts in youth athletic programs," said Dena Becker, Director of Marketing for Sportswear Inc. "Considering that youth sports and their fans are the foundation of our business, we wanted to give back in a meaningful and ongoing basis." The company established a goal in 2011 to work with as many schools and teams as possible, offering them a revenue source that could supplement shrinking budgets.

Through the fundraising and partnership programs, schools and teams receive an easy, no cost solution to earn additional monies. The company creates an online store for the school or team with 1,200 apparel and accessory items featuring the team name, colors, and mascot. With a print-on-demand and just-in-time inventory model, groups aren't required to purchase inventory up front. Sportswear Inc. manages the e-commerce store and payment, order fulfillment, customer service, and shipping the completed product to the end customer. There is no cost to the school or team. Fundraisers and partners make a percentage of each sale that they send to their online store.

Schools and teams that are interested in the fundraising or partnership program can sign up in a matter of minutes. Visit PrepSportswear.com or contact their team at Partners@PrepSportswear.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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