

FOR IMMEDIATE RELEASE

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**FIRST-EVER, EARLY-EDITION ULTRA CLUB CATALOGS  
AVAILABLE FROM BODEK AND RHODES OCTOBER 2, 2006.  
Inventory Also Available Oct. 2 for Early Programs & Holiday Gifts**

**PHILADELPHIA, PA**—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, recently announced that their 2007 UltraClub® catalogs, as well as the entire 2007 UltraClub line, will be available starting October 2, 2006. This early-edition issue and collection debut mark the earliest availability of UltraClub to customers since the private label was launched in 1992.

"2007 marks a huge 15-year milestone for UltraClub, which was the original private label brand in the imprinted sportswear industry," said Mary Ellen Hudicka, MAS, Director of Marketing Communications. "The early-edition catalogs and early collection launch are a result of an increasing demand by our customers to get a head start selling the new UltraClub styles before the first of the year. We learned, with the tremendous success of some of our new editions—such as the entire Whisper collection—that customers want these newer products in time for the holidays and early-debut programs. What they want, we are delivering."

The 2007 UltraClub catalog is 104 pages detailing the entire UltraClub line. The current UltraClub line features 23 distinct collections and more than 140 styles including polos, wovens, outerwear, headwear and aprons. The 2007 UltraClub line includes more than 30 new styles and 5 new collections: Legacy 80's Two-Ply Cotton Wovens, Stretch Poplin Wovens, Outdoor Escape Jackets, Trail Winds Jackets, and Pima Interlock Polos. In addition to new styles and colors in every category, a number of styles in the 2007 UltraClub line have been enhanced for fashion and performance.

"The new styles, new colors, enhancements and increases in the number of collections are further testimonies to the popularity of the brand," said Hudicka. "But, what makes UltraClub in such demand is not the quantity of styles, it's the quality of the brand. Customers know that along with the UltraClub label comes design integrity offering real-world applications that can open up unlimited markets for their sales teams."

The deadline for ordering early-edition catalogs is August 11, 2006, with an estimated ship date of October 2, 2006. Early ordering will also entitle customers to a discount on the cost of each catalog. Customers have the option of choosing catalogs with or without prices included, both of which are available blank or with a customized imprint on the front cover.

Further information and catalog ordering is available online at [www.BodekandRhodes.com](http://www.BodekandRhodes.com), or by calling 800-523-2721 (blank catalogs), 800-877-9911 ext. 1009 (imprinted catalogs).

Bodek and Rhodes is headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA, Niles, MI, Fresno, CA, Orlando, FL, and Norton, MA. More information on Bodek and Rhodes, as well as their full line of wearables and other promotional products, is available online at [www.BodekandRhodes.com](http://www.BodekandRhodes.com).

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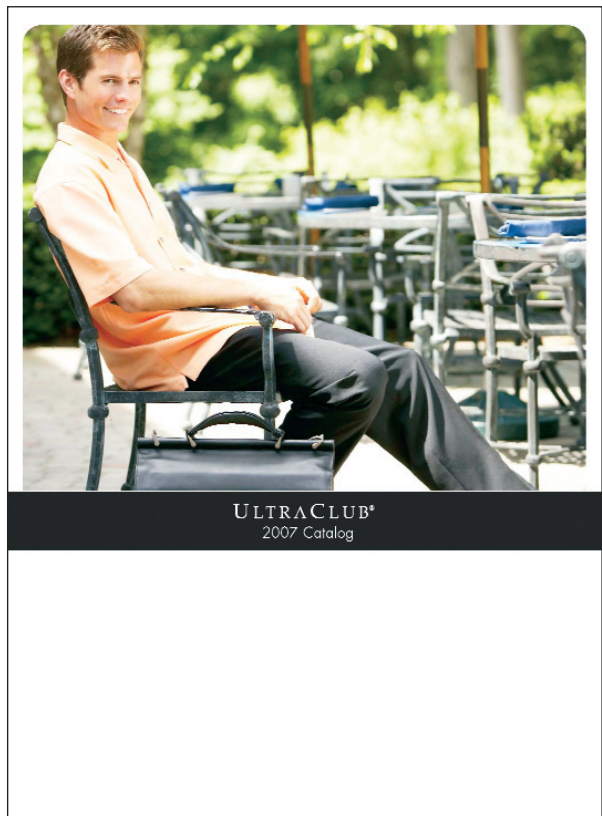
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HOME OF ULTRA CLUB®

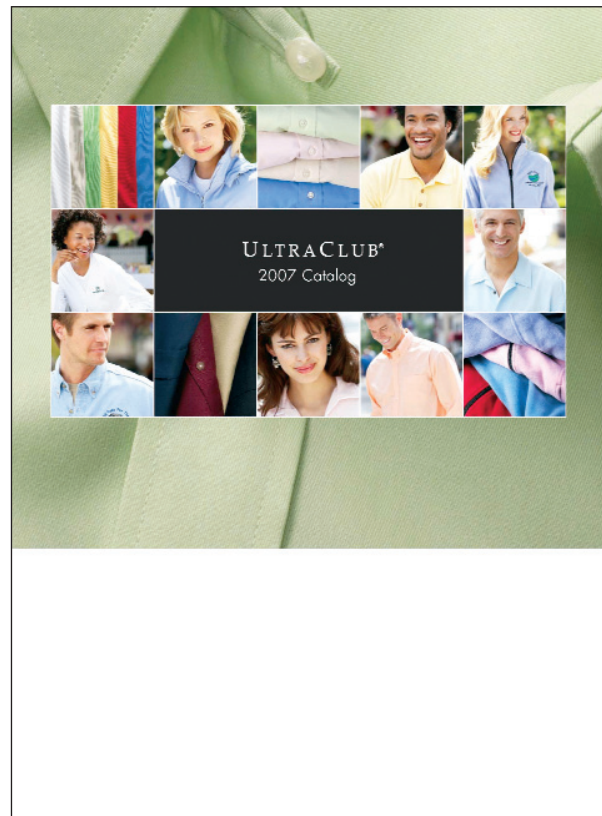
Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114

Locations: Pennsylvania | Michigan | California | Florida | Massachusetts

800-523-2721 | Fax: 800-531-9626 | [www.BodekandRhodes.com](http://www.BodekandRhodes.com)



Early-edition UltraClub catalog without prices and not punched, available October 2.



Early-edition UltraClub catalog with prices marked up 50% and 3-hole punched, available October 2.

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