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Bodek and Rhodes Clinches "Best Booth" Award At 2007 Imprinted Sportswear Shows

An Arabian Nights-themed booth, showcasing a new Brands Bazaar marketplace display, captured the Best Overall Booth Award for apparel wholesaler Bodek and Rhodes during the first season Imprinted Sportswear Shows, presented by IMPRESSIONS Magazine at its Atlantic City, NJ show on March 10th, 2007.

The bright pink and orange draped booth, with flowing silk cloths, Arabian-style canopy and outdoor market-style carts, stood out among the rows of other booths during this apparel, equipment and accessories show from January in Long Beach through to March in Atlantic City.

"We were delighted to be recognized for innovation in our display because our goal at every show is to stand out from our competition and relay a unique, memorable message to our customers," comments Mary Ellen Pahlka-Hudicka, Bodek and Rhodes Director of Marketing Communications. "Our creative team works hard to create a whole new booth experience for each year, echoing the main message we need to convey, this year's being royal treatment, opulence of the UltraClub brand and more brands than any other national wholesaler. Thus, the Brands Bazaar concept."

Judged by ISS Show staff and IMPRESSIONS magazine editors, Bodek and Rhodes booth received the crystal trophy not only for its eye-catching appeal and customer-friendly atmosphere, but also for its playfulness at the same time, with actors using props (such as snakes made of product fabric) to interact with customers.

"We went to great lengths to create an authentic look, but also keep it easy to show product merchandise and keep the customers flowing while entertaining them inside the booth," notes Senior Marketing Coordinator of Special Events Nicole Manes. "Customers had a fun time interacting with our staff who were demonstrating our new products with props such as python puppets made of our new fabrics."

The theme "Brands Bazaar" was selected to highlight the brands strength of Bodek and Rhodes as the national wholesaler with the largest number of brands, adding Tommy Hilfiger, Alo, Weatherproof, NYNE and Oxford Golf this year.

Noted for its award-winning promotions, exhibits and family-style customer service, Bodek and Rhodes proudly serves customers from five national distribution centers in Philadelphia, Orlando, Niles, MI, Fresno and Norton, Massachusetts.

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Bodek and Rhodes

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Hudicka, surrounded by (l-r) Nicole Manes, Julie Heller and Jordan Gay, displays the ISS Best Overall Booth award in Bodek and Rhodes' Brands Bazaar.

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