

FOR IMMEDIATE RELEASE
March 18, 2008
Contact: Mary Ellen Pahlka-Hudicka
1-800-877-9911 ext. 1014

BODEK AND RHODES CLINCHES "BEST ISLAND BOOTH" AWARDS AT 2008 IMPRINTED SPORTSWEAR SHOW

PHILADELPHIA, PA – With a display of natural colors, greenery and a forest setting that highlighted their new lines of organic cotton apparel, Bodek and Rhodes was presented with the award for the Best Island Booth at the Imprinted Sportswear Show in Orlando, FL. Presented by IMPRESSIONS Magazine, the award honors the most innovative island booth setup at the annual tradeshow.

The focus on the environment seemed hot at this year's show, and Bodek and Rhodes' organic cotton display and presentation stood out as one of the most engaging of the show.

"Our goal is to educate our customers about organic cotton apparel and what it has to offer them. That was the whole objective for the booth this year," says Mary Ellen Pahlka-Hudicka, Bodek and Rhodes Director of Marketing Communications. "Each year we put our best effort into making our booth new, interesting, engaging and educational. And this year we introduced the industry's very first private-label organic cotton apparel, UltraClub Organic. So helping our customers understand what it is and why it's such a hot commodity became our priority with the industry's first Organic Theater right in our exhibit."

Judged by ISS Show staff and IMPRESSIONS magazine editors, Bodek and Rhodes' booth received the award not only for its eye-catching appeal and customer-friendly atmosphere, but also for its education at the same time, with actors using props (such as farm tools and cotton seeds) to give an impactful presentation about organic cotton.

"The response from the customers was extraordinary," notes Senior Marketing Coordinator of Special Events Nicole Manes. "The interest in organics is overwhelming and attendees were thoroughly engaged with the theater and overall display. We trained over 1,000 people on the difference between traditional cotton and organic, which was our main objective."

The organic cotton theme was chosen to highlight the new environmentally-friendly styles Bodek and Rhodes introduced this past year. Those styles include organic cotton Anvil tees and ring-spun organic cotton polos and tees from UltraClub. The company also carries bags made of 50% recycled materials.

Noted for its award-winning promotions, innovative new styles and family-style customer service, Bodek and Rhodes proudly serves customers from five national distribution centers in Philadelphia, PA, Orlando, FL, Niles, MI, Fresno, CA, and Norton, MA. More information on Bodek and Rhodes' organic cotton and eco-friendly apparel, including an online version of the tradeshow presentation, is available at www.BodekandRhodes.com/organics.

###

Bodek and Rhodes

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