

FOR IMMEDIATE RELEASE
May 21, 2008
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Mid-Year Catalog Highlights New, Eco-Friendly Styles from Bodek and Rhodes

PHILADELPHIA, PA—A new, mid-year catalog announces a number of new environmentally friendly styles from Bodek and Rhodes, the leading wholesaler of organic and eco-friendly imprintable activewear and accessories. This "Organics" brochure, which is currently shipping to Bodek and Rhodes' customers, focuses specifically on the company's eco-friendly styles as well as the mid-year additions.

"This mini catalog really gives our customers the handiest tool to sell green products to their customers," says Mike Rhodes, president. "We introduced a number of new eco-friendly styles at the beginning of 2008, but we've gotten such good feedback about the category that we've expanded it mid-year to include even more organic cotton and recycled styles."

The 12-page brochure centers only on the eco-friendly styles in the line, including the new 2008 UltraClub Organic line of ring-spun organic cotton shirts. In addition to styles that appear in its all-encompassing Big Book catalog, Bodek and Rhodes included new additions such as organic cotton jackets and wildlife hats from Dri-Duck and a recycled-fiber tee from Anvil.

"Customers from across the spectrum are lining up for eco-friendly everything, and that includes apparel. We specifically wanted to help our customers with a collection of styles that tells their clients, 'We care about both you and the environment' and lets them position themselves as the organics expert," says Mary Ellen Pahlka-Hudicka, Director of Marketing Communications.

To that end, Bodek and Rhodes also introduced the industry to a host of other education items for clients. The company's Organic Theater, staged at trade shows, and their online Organic Apparel Selling Guide both offer participants a quick, sales-focused look at organic cotton. The website (www.BodekandRhodes.com/organics) even offers detailed information about the top markets already buying eco-friendly goods as well as information about what organic means, what makes it special, and why clients are clamoring for it.

"The demand is clear," said Pahlka-Hudicka. "Thousands of people have come to our Organic Theater, and even more have flocked to our website to learn about organic cotton. That alone tells me how much our customers are selling eco-friendly apparel, and this catalog is going to help them do that even more."

Bodek and Rhodes

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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 and their full line of organic and eco-friendly wearables is available online at www.BodekandRhodes.com.

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