

FOR IMMEDIATE RELEASE
December 11, 2008
Contact: Mary Ellen Pahlka
1-800-877-9911 ext. 1014

Bodek and Rhodes Introduces Sam Gerber as VP of Business Development

PHILADELPHIA, PA—Bodek and Rhodes, one of the nation's leading wholesalers of imprintable apparel and accessories, recently introduced Sam Gerber as the new Vice President of Business Development. Gerber, a well known apparel industry veteran, joins the family-run business in this newly created position to help lead and expand the company's already award-winning customer service and sales.

"Sam is an industry pro and I'm very glad to have him join our family," says Mike Rhodes, president. "He's got such a diverse background and in-depth industry knowledge, it really gives him a keen eye for all the aspects of our business and I have no doubt he is going to be a huge asset to Bodek and Rhodes."

Gerber's experience includes industry-specific positions, as well as a wide range of other enterprises. He spent fifteen years as the president of Alpha Shirt Company as well as serving as the COO of Lion Brothers, a maker of fine embroidered emblems. In addition, Gerber is also an attorney and has followed other independent pursuits, including running his own bus line and a wholesale distribution company for discount retail stores.

"After an eight year absence, it's nice to return to a family-run company like this," says Gerber. "I'm excited to be back in wearables, and Bodek and Rhodes has the kind of tight-knit, forward-looking team that I'm already enjoying a lot."

Says Rhodes of Gerber's role, "He's working with every department to develop each aspect of the business. That really boils down to making sure we give our customers the best service we can, and then finding new ways to make that service even better."

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

###

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



Wearables industry veteran Sam Gerber joins Bodek and Rhodes as Vice President of Business Development.

Bodek and Rhodes

HOME OF ULTRACLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114

Locations: Pennsylvania | Michigan | California | Florida | Massachusetts
800.523.2721 | Fax: 800.531.9626 | www.BodekandRhodes.com